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NAMASTAAI

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TAAI TEAM 2015-2017

Makes it Happen!

A term to recall..

TAAI'S NEW TEAM 2017-2019

In pursuit of Change...

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Sunil Kumar R.

Vice President
Sanjay Narula

Hon. Treasurer
Imtiaz Qureshi

Hon. Secretary General
Jyoti Mayal

TRAVEL AGENTS ASSOCIATION OF INDIA

SINCE 1951

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THE PRESIDENTIAL ADDRESS

Thank you for 2015-17. Welcome 2017-19.

Reminiscences to Recall & Miles to go...

Life is all about living. Some live to create history and some live to follow history. When our living discovers the un-visualised or the un-attempted, the excitement levels are greater. What we accomplish is always fondly recalled.

I have been driven by the thought – ***only those who climb, can fall.*** This brings up higher levels of urge to discover and to take risks. I am impacted by the thought, ***"If we do not risk the usual, or "question" the answer, we get rewarded with mediocrity"***

Yes. For TAAI, every year must surpass the previous. Every team must add value.

2015-2017 was eventful. It gifted reminiscences that will be recalled. To lead the team of 32 MC members and Chairpersons was an outstanding experience. TEAM 2015-17 is worthy of outstanding merit. We encountered the challenges of the industry, contributed towards our growth, handled complexities and reflected a strong sense of character and wisdom to take TAAI forward. **Thanks to this fantastic Team of TAAI that earned some superb achievements. This issue of NAMASTAAI will say it all.**

Times change. Teams change. Thoughts Change. The Transition to a newer era instills greater fervour. We now have the new team 2017-19 that will steer the way forward. It is a huge responsibility to meet expectations and steer the association to more laudable roles. It is important that the new team surpass the previous. We must discover more and create more memories to recall in future.



TEAM 2015-17 is worthy of outstanding merit. We encountered the challenges of the industry, contributed towards our growth, handled complexities and reflected a strong sense of character and wisdom to take TAAI forward

For TAAI to progress from its 66th year to 68th year, these two years will mean more. In a changing environment, embracing change and renewing visions are an important priority. Tennyson's quote – ***the old order changeth yielding place to new***, will reflect in our pursuit to drive TAAI to new levels of growth and success.

Our "connect" with members must go stronger. Our way to interpret the evolving environment and prepare for new approaches can support our endeavour.

One key aspect everyone at TAAI must be ready for is, to see beyond. As Stephen Covey says - ***"Each of us guard a gate of change that can only be opened from the inside";*** we must broadband our thinking and get TAAI on a newer and taller pedestal.

I thank the members of TAAI for electing the new team 2017-19, and giving me the opportunity to lead, once again. I am as eager, that we must ring in the new. We can. Let's do it together.

Warm Regards
Sincerely yours

Sunil Kumar R
President, TAAI
sunilkindia@gmail.com

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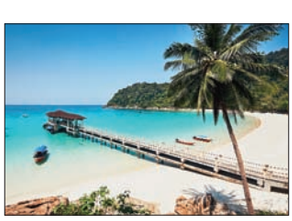
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ABOUT THE COVER IMAGE

During the term 2015-17, events and activities of TAAI have taken TAAI to a new level of accomplishments, glory and support to our membership

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15-Feb	Thursday	Bangalore	10:00 – 14:00	Taj Vivanta, MG Road
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19-Feb	Monday	Ahmedabad	10:00 – 15:00	Hyatt Regency

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South Africa

SOUTH AFRICAN TOURISM



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TAAI MC TEAM 2017-19

ELECTED AT 66TH AGM OF TAAI



Front row TAAI Office Bearers (L to R): Jyoti Mayal, Hon. Secretary General; Sunil Kumar, President; Sanjay Narula, Vice President and Imtiaz Qureshi, Hon. Treasurer
Behind row Managing Committee members (L to R) : Devaki Thiyagarajan, Anil Kumar, Gurmeet Singh Vij, Anoop B Kanuga, Rajan Sehgal, Bhagwan Ramnani and P Saravanan



Sunil Kumar,
President



Sanjay Narula,
Vice President



Jyoti Mayal,
Hon. Secretary General



Imtiaz Qureshi,
Hon. Treasurer

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TAAI moves on. Times change. Vision fine-tuned and new goals set. A new team to herald the challenges of TAAI and offer quality leadership were elected at the 66th AGM of TAAI, held at The Lalit, Mumbai on November 28, 2017

Over 610 travel agencies participated at the AGM and elected the 11 member team of TAAI Managing Committee for the term 2017-19. Some current leaders continue and some new leaders join the TAAI TEAM.

Sunil Kumar, who served as the President of TAAI for 2015-2017 is reelected as the President. The team of Office Bearers supporting Sunil Kumar are Sanjay Narula as the Vice President; Jyoti Mayal as the Hon. Secretary General and Imtiaz Qureshi as the Hon. Treasurer.

The seven members of the Managing Committee are:

1. Anil Kumar
2. Anoop B. Kanuga
3. Bhagwan T. Ramnani
4. Devaki Thiyagarajan
5. Gurmeet Singh Vij
6. Rajan Sehgal
7. P. Saravanan

The long day witnessed an active interaction between the members of TAAI as each of the three presidential candidates had announced their plans to lead TAAI for the two year term. What matters for TAAI is that a new team is now elected and it was on a promising note to witness the members of the new team express strongly to commit a more result oriented and positive TAAI for its members.

The AGM was an event that concluded the statutory matters pertaining to the report of the Managing Committee; adoption of financials and holding elections.

TAAI elections are viewed with great interest by the industry and are always keenly contested yet friendly.

















TAAI holds its 20th Managing Committee meeting in Hyderabad



The penultimate TAAI managing committee meeting for the term 2015-17, was held at Hyderabad on November 26, 2017. The meeting was held at Taj Deccan. The key matters that were discussed and reviewed were:

- GST matters and the efforts made by TAAI to reach out to the Government and airlines including the IATA committee on how to mitigate the hardship that travel agencies are facing. It was unanimously resolved that TAAI will continue to aggressively work on this aspect and also have a specialist to spearhead our efforts to support us place our challenges before the government and the GST Council
- Matters pertaining to the AGM 2017 were reviewed and concluded upon
- A detailed review was also done on the performance of various officers and regions/chapters of TAAI
- Plaques – "TAAI's Award of MERIT" were presented to the members of the managing committee to commemorate the excellent accomplishments made by TAAI during 2015-17
- Administrative and statutory matters including financials were reviewed
- Various other matters including transfer items to the incoming managing committee, Joint Guarantee matters (refunds on Indian Airlines programme/ Joint Guarantee), and several other matters
- Update on TAAI Convention that was proposed earlier at Kunming was shared with the committee and TAAI will continue to be in discussions with the Yunnan Province and propose dates for the first quarter of 2018
- During the evening, it was wonderful to watch the TAAI Team perform some talented performances and commemorated the team spirit and friendship that reflected the strength of team 2015-17





It was unanimously resolved that TAAI will continue to aggressively work on this aspect and also have a specialist to spearhead our efforts to support us place our challenges before the government and the GST Council

Chairman of AP and TS Chapter, Ajay Ramidi, was an outstanding host, for the late dinner that followed an active TAAI evening.

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TAAI at UFTAA Mid Year FORUM

UFTAA announces its new TOURISM initiative





The 4-day UFTAA Mid-Year FORUM at Salerno, Italy, was success of all sorts. For UFTAA to get totally revived and prominently seen as an important Global Federation of Travel Agents Associations, is much talked about happening at UFTAA.

The most beautiful waterfront city Salerno, played host to the UFTAA Mid Year FORUM. Affiliate Member Ms Adriana Miori, coordinated the event along with the City of Salerno, and members were offered luxuries that turned into absolute memories. Tours to Salerno, well-known Amalfitana Coast, Vietri and nearby areas were offered to the delegates.

President of TAAI, Sunil Kumar, was elected as the president of UFTAA at the UFTAA AGA in November 2015. While UFTAA was fast approaching its Golden Jubilee, the opportunity came with several challenges, financial and otherwise. In a span of two years, for UFTAA, it has been a welcome happening and a shift to positive. The Mid Year FORUM highlighted this change. It also featured several events. Third UFTAA Board of Directors Meeting; Association Members Secretary Generals FORUM; UFTAA EGA and UFTAA IATA FORUM. The completely hosted event, which was a limited edition programme of UFTAA, saw the entire happening in style. UFTAA's financial position bounced back to an admirable stature. The membership at UFTAA got growing. UFTAA's continued role in IATA matters is admirable. Members were active in their interaction with Juan Antonio Rodriguez, director, FDS, IATA; from IATA. This was a bonus for all attendees, who were also inspired by presentations from president Sunil Kumar and vice president Yossi Fatael.

One highlight of the FORUM was UFTAA's announcement of its Global Tourism Initiative. This was supported by the amendment of UFTAA statutes. As envisioned by president Sunil Kumar, the Tourism initiative, strongly supported by the UFTAA Board, will be an important landmark.

In view of the changing times and the need for Travel to be inter-twined with Tourism, UFTAA will also embark on "Tourism related activities". UFTAA will be soon opening its "Global Tourism Office", in Istanbul, Turkey, thanks to extensive support from TURSAB, UFTAA's largest member association.

The Tourism Initiative will be driven under the leadership of UFTAA's Board Member, Cetin Gurcen. UFTAA plans a strong B2B connect and anticipates that the opening of the Global Tourism Office will lead UFTAA into more countries. UFTAA will also invite tourism organisations as well as tourism businesses to be enrolled as its associate / affiliate members.

The UFTAA Mid-Year FORUM was attended by president Sunil Kumar and hon. secretary general Bettaiah Lokesh, representing TAAI. Anil Kumar, a member on TAAI Managing Committee and an affiliate member of UFTAA was also present.

President Sunil Kumar presents another historic happening for UFTAA









It was a rewarding experience for UFTAA president Sunil Kumar, to have initiated an active interaction with COTAL leaders at Mexico. COTAL is the Confederation of Travel Agents Associations of Latin America. Today COTAL comprises of 22 associations from 22 countries and has over 150,000 members.

In an effort to bring back both these large federations together, upon invitation received, Sunil Kumar visited Mexico for a detailed discussion with the Association Leaders of Latin America, from October 12 to 14, 2017.

The visit was extremely successful. From COTAL side, the deliberations were led by the president of COTAL, Armando and one of their senior members, Fernando, who also had served on the UFTAA Board as a director.

COTAL was fully appreciative of this visit. A series of meetings were held including the Press Conference with over 30 media representatives present. A friendly MoU between UFTAA and COTAL was signed which reflected an intention to work together. The office from the Tourism Department was also present.

COTAL has agreed to join and work closely with UFTAA.

This is considered in UFTAA as a historic initiative and UFTAA eagerly looks forward to a stronger connect with the industry in Latin America.

With UFTAA soon launching its UFTAA GLOBAL TOURISM OFFICE in Istanbul, this landmark achievement can be of tremendous significance for UFTAA.

TAAI and GST initiatives...



TAAI has always endeavoured to tackle challenges thrown to its members through constant debates, discussions and deliberations besides monitoring progresses. The Goods and Services Tax, or GST is being talked about by everybody in the country. For the travel, tourism and hospitality industry, GST poses a number of serious thoughts to ponder on.

In fact, GST has been an extremely tough challenge for the industry as well as other ones too. The complexity of the law and the procedures drafted by the Government have put all of us into a challenging gear. Member queries have been phenomenal. The challenges of interpretation and compliance continue to be a huge concern to all of us. This is a government initiative and TAAI continues to pursue with the authorities on matters that are extremely troublesome and posing challenges for our members and industry. Thanks to our association with FAITH, the presumptive tax model on issuance of tickets filed through the advice of our consulting company E&Y, was honoured and included in the law.

At TAAI, our tax consultant GMJ Associates's senior partner, Manish Gadia addressed and responded to the queries of members. In addition, TAAI has appointed a GST committee, which met the government on several occasions and made representations. We have offered "live web cast" to address queries which was a big success. Over 1000 persons were logged in across India and queries that came were addressed. We have consistently met government officials and airlines and continue to work tirelessly to place our challenges before the government and airlines in order to offer solutions. At the recently formed IATA working group along with airlines and our colleague association members, TAAI continues to play an active role to help IATA and airlines join the associations for a more formidable representation before the government. We also pursued our options in finding alternate ways where our members are not put to challenges on procedures of corporate companies claiming input tax credit. A detailed session was held including our meeting with another association of our industry. The Managing Committee has initiated certain points for the consideration of the the government and we are certain that the GST challenges will be addressed and TAAI shall strive its utmost to offer as much relief to our members.

ABOUT WEB STREAMING ON GST MATTERS

To help our members to address their GST woes and queries, GST workshops were held in some Regions and Chapters, through GMJ Associates, which were well attended by members of TAAI as well as members of other associations and non -members. Our GST committee & team also collated queries from membership across the country and forwarded the same to our consultants, GMJ Associates and brought out an excellent guide on Frequently Asked Questions and members were happy that most queries were answered in detail.

The Web Streaming session on GST that was addressed by CA Manish Gadia, sr. partner, GMJ & Co. Tax Consultants for TAAI on Saturday July 15, lasted around five hours. The first part was a detailed presentation by Gadia on GST - its implication and compliance on travel and tourism industry. He incorporated most of the points raised by the industry. It's important to note that Gadia spoke about the GST law which has been put in place by the Govt. of India to be adhered by all. He reminded all participants that what has been enacted in the law thru the Parliament approval, can be altered, amended only thru the Parliament process. After the presentation, Gadia answered queries received from various TAAI Regions and Chapters which were duly collated and screened for duplication before hand by a panel. Post presentation, enough time was allotted to answer all queries.





All Regions & Chapters were asked to call a meeting of members in their respective regions with large screen and projector for this interactive presentation to address their doubts and confusions. Outstation members logged on to the link from on their computers / laptops / smart phones and watched the presentation and the Q and A after providing his/her name, location, phone number and email.

This was an excellent way of meeting queries head on as the doubts of membership across the country were answered live. It is an amazing fact the GST Web session was attended by close to one thousand members from across the country. We record our sincere thanks to CA Manish Gadia; national treasurer, Jay Bhatia; WR chairman Sampat Damani; secretary Sameer Karnani and treasurer Madhuri Kanga for their efforts in making this possible and organising it in a very professional manner.

GST MEETINGS ON KEY SUBJECTS

a) The TAAI team of office bearers as well as MC member BT Ramnani and hon. secretary, Karnataka Chapter, Amish Desai were involved with discussions on "way-forward" for GST and comprehensively debated. Following the meeting a paper was created and presented to the government. The meeting took place on November 4, 2017 at Mumbai.

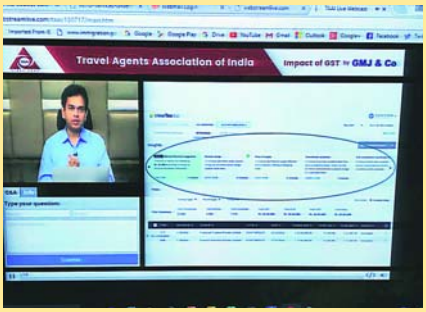
b) **TAAI meets ACAAI:** In order to study GST better, the TAAI office bearers and BT Ramnani had an interactive meeting with the officers of Air Cargo Agents Association of India. In response, Sunil Kumar said this was the right way for TAAI to take all matters forward since there was so much common between ACAAI and TAAI as we pursue to face challenges.

c) **Meeting with consolidators:** On November 15, 2017, the meeting with some key consolidators was held. TAAI was represented by president Sunil Kumar; secretary general Bettaiah



Lokesh and MC member BT Ramnani. The key purpose of the meeting was to represent our members concerns over the deductions being made and that it was presumed that the wholesalers were also gaining from the collection of Input Tax Credit. The team of consolidators clarified that there was no such path that was being followed where they were benefitted by any input-tax credit. Consolidators expressed their happiness to work closely with TAAI and its members and support in our endeavours to not only clarify key issues that existed between the retail agencies and them, but also to be stronger in our representation with the government and airlines. The consolidators represented included GMJ Thampy of Riya Travels; Abdul Nazar of Akbar Travels; Madhav Oza of Blue Star and Akash Poddar of TSI Yatra.

d) **TAAI team meets additional secretary of GST Council, Arun Goyal in New Delhi:** The TAAI team led by president Sunil Kumar, alongwith chairman of Western Region - Sampath Damani; Sameer Karnani, secretary of Karnataka Chapter and Amish Desai, secretary of Karnataka Chapter and member of TAAI GST Committee alongwith our GST consultant Sumit, met Arun Goyal on November 18, 2017. A presentation was made to him on the manner in which the current GST procedures are being interpreted differently by different airlines and due recognition is not being given to the "travel agencies" who are, according to the GST Act, the recipient of Goods & Services since they are the ones "liable to pay consideration" to the principal service providers (airlines). The complexity of the tax invoice from airlines directly on customers and the challenges it is posing to the travel agencies were also discussed. A request was submitted to Goyal seeking urgent relief for the travel agencies. Our interactive session was extremely fruitful. Upon the advice of Goyal, the paper submitted by TAAI was also presented to the TRU (Tax Research Unit) of the Ministry of Finance, Government of India. This meeting will herald a new approach that TAAI desires to embark upon. Special thanks accorded to Sameer Karnani, secretary of TAAI Western Region, for supporting TAAI in getting us connected with Arun Goyal.



Consolidators expressed their happiness to work closely with TAAI and its members and support in our endeavours to not only clarify key issues that existed between the retail agencies and them, but also to be stronger in our representation with the government and airlines

TAAI supports 'National Competition for Budding Managers' event in Delhi

PHDCCI recently organised a one-of-a-kind event titled, "National Competition for Budding Managers" with TAAI as associate partner in Delhi. The chamber invited 12 travel, tourism and hospitality universities from all over India to grace the occasion and participate. The officials congratulated the Budding Managers present, who in turn honoured the laurels bestowed on them.

Rajan Sehgal, chairman, TAAI Northern Region, said, "It was a great opportunity for young managers to interact with each other under one roof and the programme was a great success."

The chamber also appreciated TAAI for its support.







World Tourism Day Conclave in Mumbai enforces sustainable tourism

UNWTO, Global Sustainable Tourism Council, Maharashtra Tourism and consul generals from many parts of the globe and the stalwarts of the tourism fraternity celebrated World Tourism Conclave and Awards organised by Creed Entertainment and Young Environmentalists in association with Climate Reality Project India, focusing on sustainable tourism with great success.

The conclave called for a greater fight against climate change in the tourism industry and enforcement of sustainable tourism norms and also awarded successful organisations in the sustainable industry.

Successful in sustainable tourism countries like Maldives, South Africa, Sri Lanka, Spain, Ecuador, Brazil, Latin America, Rwanda were outlined by eco villages, sustainable real estate, sustainable construction, sustainable homestays, sustainable transportation and sustainable wildlife viewing. Jay Bhatia, honorary treasurer of TAAI was one of the awardees. TAAI WR chairman Sampat Damani and Sameer Karnani, secretary of TAAI Western Region, also graced the occasion.



L to R: Rajesh Poddar of Right Choice Tours & Travels; Sampat Damani, TAAI WR chairman; Jay Bhatia, TAAI hon treasurer (who was one of the awardees) and Dharmesh Shah of Dadyson Travels)

TAAI partners with PHDCCI for Global Film Tourism Conclave in Mumbai

PHD Chamber of Commerce and Industry organised the 'Global Film Tourism Conclave' in Mumbai, themed 'Promoting Destinations through Films' on October 7, 2017, with sessions from 10.00 am to 6:00 pm. Rajan Sehgal, co-chairman, tourism committee, PHD Chamber, organised the event and TAAI was the only travel and tourism association to partner with the conclave.

Film tourism represents innovative ways of experiencing destinations, creating the potential for opportunities for an exchange of insights, knowledge and experience among the tourists themselves.

We all know how 'cinema' impacts behavioural changes on audiences and in recent years has emerged as a powerful tool for the development and promotion of destinations. Not only do the destinations become popular with the people, but other factors get a boost such as income generation, investment, job creation etc, which contribute to the overall economic development of the respective destination.

Thus the main aim was how to promote a destination through films. Union cabinet minister M A Naqvi and tourism minister of Maharastra Jay Kumar Rawal were the special guests who graced the occasion. It was a packed house with most of the film production houses present as well as state tourism boards and international tourism representations, all of whom were of the opinion, that the conclave was a very useful and enlightening programme. TAAI Western Region secretary Sameer Karnani was also present.







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Promoting Badung with TAAI



Badung Tourism Promotion Board officials met with team TAAI in Mumbai and proposed to sign an MOU to exclusively promote training, workshops and roadshows jointly across India.

Bandung is the capital of West Java in Indonesia, 180 kilometers southeast from Jakarta. Bandung is situated on a plateau 768 meters above sea level with a cool climate throughout the year and is considered the most European city of Java.

In the picture is chairman - Badung Tourism Promotion Board, director of Indonesia Tourism, senior members of Bali Tourism and Dhiraj Kumar - India Rep - Badung Tourism Promotion Board.

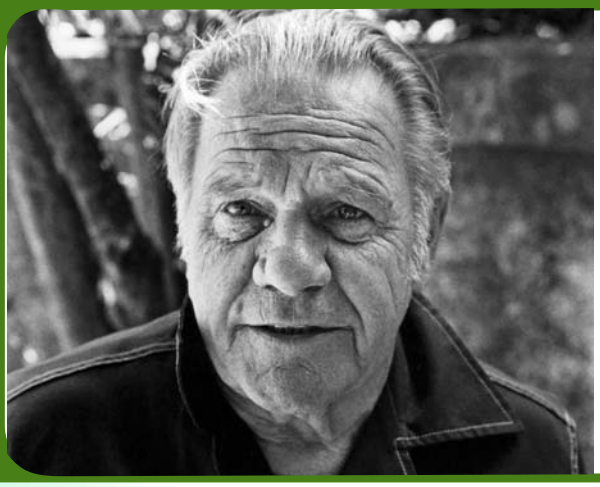


TAAI was represented by vice president, Marzban Antia; hon. national treasurer Jay Bhatia; MC member Shreeram Patel along with Western Region office bearers of TAAI – chairman, Sampat Damani; secretary, Sameer Karnani, and treasurer, Madhuri Kanga.

TAAI Southern Region attends launch of new flight from Chennai to Paris by Jet Airways



Hema RV Chander chairperson of TAAI Southern Region and her office bearers were specially invited to the launch party of the new flight from Chennai to Paris by Jet Airways on October 10. The TAAI team felicitated them with a bouquet of flowers and later joined them for tea and close interaction. Jet Airways officials were happy to welcome them and appreciated TAAI's support.



"Travel can be one of the most rewarding forms of introspection"

– Lawrence Durrell, British novelist and poet

New Leaders for Regions/Chapters elected at the Annual Members Meet of Regions/Chapters

Members Annual Meeting including elections in twenty Regions and Chapters took place from July 20 till July 31, 2017, as decided by the Managing Committee. Each Region and Chapter office bearers were spot on and saw to it that the elections were executed with utmost transparency and ease. Membership too displayed excellent co-operation. Congratulations to all the newly elected office bearers of Regions/Chapters.

Eastern Region



Devesh Kumar Agarwal
Chairman



Vikas Sarawgi
Hon. Secretary



Chandra Prakash Poddar
Hon. Treasurer

Southern Region



Shahul Hameed
Chairman



S. Sakthivadivel
Hon. Secretary



N.Karunakaran
Hon. Treasurer

Northern Region



Neeraj Malhotra
Chairman



Gaurav Dogra
Hon. Secretary



Gurdevinder Singh
Hon. Treasurer

Western Region



Sameer Karnani
Chairman



Rajesh Poddar
Hon. Secretary



Dharmesh Dinesh Shah
Hon. Treasurer

Andhra Pradesh & Telangana Chapter



Ajay Kumar Ramidi
Chairman



Nagesh Pampati
Hon. Secretary



Padhi Srinivas
Hon. Treasurer

Chandigarh Chapter



Anil Anand
Chairman



Puneet Arora
Hon. Secretary



Naveen Kumar
Hon. Treasurer

Jammu & Kashmir Chapter



Zahoor Qari
Chairman



Tanvir Hassan Dar
Hon. Secretary



Sameer Ahmad Baktoo
Hon. Treasurer

Karnataka Chapter



Amish Desai
Chairman



Niranjan Sachidananda Bhargava
Hon. Secretary



S.V. Chidambaresh
Hon. Treasurer

Gujarat Chapter



Paras Lakhia, Chairman



Virendra Shah, Hon. Secretary



Prashant Madlani, Hon. Treasurer

Goa Chapter



Sita Antao, Chairperson



Valigno Dias, Hon. Secretary



Sainath Krishna Prabhu Dharwatkar
Hon. Treasurer

Kerala Chapter



Ross Masood Padiyath
Chairman



K.Thomas
Hon. Secretary



Asharaf N
Hon. Treasurer

MP&CG Chapter



T.K. Jose
Chairman



Hemendra Singh Jadon
Hon. Secretary



Hariom Jhunjhunwala
Hon. Treasurer

Nagpur Chapter



Kishor Shrihari Parate
Chairman



Rajesh Agarwal
Hon. Secretary

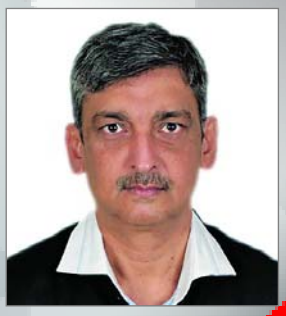


Irshad Abde Musa Mehdi
Hon. Treasurer

Pune Chapter



Bahram P Zadeh
Chairman



Shaishav Parekh
Hon. Secretary



Mehboob Mohammad Shaikh Hon. Treasurer

Punjab Chapter



Ashish Mittal
Chairman



Gagan Sharma
Hon. Secretary



Pankul Sharma
Hon. Treasurer

Rajasthan Chapter



Manoj Sogani
Chairman



Rajeev Soni
Hon. Secretary



Arvind Kumar Pareek
Hon. Treasurer

Saurashtra Kutch Chapter



Devendra Ramniklal Shah
Chairman



Bharat P. Shah
Hon. Secretary



Jitendra Chhabilbhai Lakhani, Hon. Treasurer

South Gujarat Chapter



Mukesh Patel
Chairman



Jashwant Patel
Hon. Secretary



Netal K. Patel
Treasurer

South Tamilnadu Chapter



G. Ravichandran
Chairman



N. Ravichandran
Hon. Secretary



G. Raveendran
Hon. Treasurer

Uttar Pradesh & Uttarakhand Chapter



Sunil B. Satyawakta
Chairman



Anupam Shukla
Hon. Secretary



Umair N Shah
Hon. Treasurer

Kerala Chapter welcomes tourism minister



Ross Masood, chairman, TAAI Kerala Chapter welcomed Alphons Kannanthanam, Union minister of state for electronics and information technology, culture, and tourism, on behalf of TAAI and the tourism and travel fraternity, during the minister's visit to Kochi. The minister addressed the Kerala Management Association on October 16 in Kochi. He spoke of enhancing tourism into India on various levels.



Saurashtra Kutch Chapter meeting in Rajkot

Meeting of Saurashtra Kutch Chapter held in Rajkot saw our vice president, Marzban Antia and MC Member Shreeram Patel and Gujarat Chapter chairman Paras Lakhia attending it on a special invitation from the chairman Devendra Shah and his team. Antia interacted with all the members who in turn were happy to have this opportunity to speak and meet with him.















"Exploration is really the essence of the human spirit"

– Frank Borman, Commander of Apollo 8

Jammu & Kashmir Chapter chairman presents Namastaai to Home Minister



Chairman Shamin Shah of Jammu & Kashmir Chapter took NAMASTAAI to a whole new level by presenting the exclusive and popular magazine from TAAI to hon'ble home minister of India, Rajnath Singh on his visit to the state. Secretary Zahoor Qari was also present.

The minister was very impressed with the magazine and lauded TAAI for this initiative. Also a white document was presented to the minister about the initiatives for bringing in more tourists to Jammu & Kashmir state, removal / softening of travel advisories about the state, also about the negative publicity to be checked and stopped.



Shamim Shah, chairman of J&K Chapter with his team at the Chapter's annual members' meet

Rajasthan Chapter Members Annual Meeting

TAAI Rajasthan Chapter held its annual members' meeting in Jaipur. Picture shows chairman Manoj Sogani in the centre flanked by Arvind Pareek treasurer on his right and on his left Rajiv Soni secretary. The new team was unanimously elected for 2017-19 with Sogani continuing as chairman.



Nagpur Chapter chairman at "Paryatan Parv"

"Paryatan Parv" is a project of Central Government tourism department projected by Shri Narendra Modi. This project was organised all over India between October 5 to 25, 2017 to promote tourism pan India and to educate new sights to Indians and so that they can enjoy their holidays better.

In Nagpur, Maharashtra Tourism Department Corporation took an initiative to inaugurate this programme in the city. Jatindra Nakade, Nagpur Chapter chairman was one of the speakers invited by MTDC apart from commissioner Anoop Kumar, Vilas Kale prominent industrialist and tourist activist secretary from Hotel Federation Association and regional manager Hanumant Hede. The successful event was attended by more than 60 travel agents including TAAI members from Nagpur.





TAAI KARNATAKA AT FEST – ALTA VISTA 2017



On September 1, 2017 the students of Bachelor of Business Administration (Tourism and Travel Management) of School of Business Studies and Social Sciences, Christ University, Bengaluru organised their annual fest - Alta Vista 2017 in the University Bannerghatta Road Campus. Amish Desai chairman secretary Karnataka Chapter was invited as the chief guest for the event.



The occasion, as in every year was a unique effort to bring together under-graduate students from tourism colleges and institutions from across the country to a common platform wherein they were able to meet, network, develop and share academic and industry knowledge with each other.

Alta Vista 2017 was inaugurated in the main auditorium of Christ University Bannerghatta Road Campus by Desai in the presence of Dr (Fr) Jose C C, director – student affairs, Christ University and Dr Jyothi Kumar, associate dean – School of Business Studies and Social Sciences, Christ University.

Desai in his inaugural address implored the students to use the multitude of resources available around them to develop their passion towards the travel, tourism and hospitality industry. He engaged the students with his deep knowledge of the tourism industry and encouraged to them to set goals and chart out paths to achieve them, as he saw a great future for the travel and tourism industry in India.

The occasion, as in every year was a unique effort to bring together under-graduate students from tourism colleges and institutions from across the country to a common platform wherein they were able to meet, network, develop and share academic and industry knowledge with each other

The inaugural function also witnessed the release of the new editions of Frequent Flyer, the bi-annual magazine of the students of BBA (Tourism and Travel Management) and Travelogue, the bi-annual magazine of the students of MBA (Tourism and Travel Management).

Destination Skill Training for Gujarat Chapter









TAAI Gujarat Chapter alongwith TRS Skills Academy and Mauritius Tourism Promotion Bureau (MTPB) organised a first of its kind Destination Specialist Workshop on September 22, 2017. This unique tie-up had the MTPB explaining the new developments and attractions of its country.

TRS Skills Academy highlights the skills required to promote, market and sell the destination. The Academy educates members on how to market the destination to clients and motivate them to visit the country.

Such destination trainings planned and executed by TAAI Gujarat Chapter have been very successful in the past too. Chairman Paras Lakhia intends to organise more such Destination Specialist Workshops on a bi-monthly basis. Certificates were also given to all participants on completion of the training which is endorsed by TAAI Gujarat Chapter, TRS Skills Academy and the MTPB.



Members are looking forward to such educative seminars that help in updating their product knowledge.

South Gujarat Chapter educates members on GST regulations



TAAI South Gujarat Chapter organised a GST training and education workshop for its members in Vadodara. Thanks to CA Manish Gadia who updated the members on GST regulations on travel and tourism. Chapter chairman Mukesh Patel and team organised the seminar.

Members appreciated the efforts of the CA and put several queries to him which were all answered aptly.



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UK Visas & Immigration

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Partnering Governments. Providing Solutions.

Experience unmatched **convenience** when applying for your **UK visa** in a city near you

The Home Office – UK Visas & Immigration (UKVI) in partnership with VFS Global operates temporary visa application centres in 4 more cities, in addition to 14 permanent centres located across India

The satisfying feeling one gets with a check-in-the-box when completing visa arrangements before travelling abroad always harbingers a true sense of excitement that comes with being well-prepared prior to setting-off on a journey.

With our busy schedules and long lists of commitments, having reliable visa application services that are easily accessible adds invaluable convenience to the overall visa application experience. Keeping the nuances of today's world in mind, UKVI in partnership with VFS Global has extended its network of UK visa application services in India to a total of 18 centres located across the country – comprising of 4 intuitively designed temporary UK visa service centres, 2 permanent UK Premium Lounges and 11 permanent UK Visa Application Centres.

The 11 locations in which permanent UK Visa Application Centres are operated include New Delhi, Chandigarh, Jalandhar, North Mumbai, South Mumbai, Pune, Ahmadabad, Chennai, Global Tech Park - Bengaluru, Hyderabad, Kochi and Kolkata. The 2 locations in which permanent and dedicated UK Premium Lounges are located are Gurugram and Whitefield – Bengaluru. The 4 cities in which temporary UK visa services are provided include Lucknow, Jaipur, Panaji (Goa) & Thiruvananthapuram.

Services in Lucknow, Jaipur, Panaji (Goa) & Thiruvananthapuram, are operated on either a monthly or weekly basis depending on the city. Applicants can enrol their biometrics and submit their applications in a comfortable and professional environment without having to travel out of the city, thus benefitting from saved time and costs of travel.

To avail the monthly or weekly services, UK visa applicants can conveniently book an appointment online through the website or call the dedicated helpline for any guidance. For added comfort to applicants, the service is also inclusive of the courier return-delivery of processed passports and documents to the applicant's location of choice.

Amidst our hectic schedules, UK visa applicants can at least sit back and relax knowing that applying for a UK visa is now more convenient than ever before!

VFS Global temporary UK visa application centre details:

Location	Address	Frequency of Operation
Lucknow	Golden Tulip Lucknow, 6 Station Road, Lucknow – 226001	Third Tuesday of every month
Jaipur	Manglam Ambition Tower, 1st Floor Agrasen Circle (Malan Ka Chauraha), Subhash Marg C Scheme, Jaipur - 302001	Tuesdays & Thursdays
Panaji	Gera Imperium - I, Office No 301, 3rd Floor, Patto, Panaji, Goa – 403001	Second Wednesday of every month
Thiruvananthapuram	T.C 2/2408-3 First floor, Asiatic Business Centre, Attinkuzhy Kazhakootam, Thiruvananthapuram, Kerala - 695581	Fourth Saturday of every month

For more details or to book an appointment at a temporary UK visa application centre:

Call: 0008 00100 8785 / + 44 1243 218 117 (Monday to Friday, between 0830hrs - 1630hrs)

Visit: www.vfsglobal.co.uk/India

Other VFS Global UK Visa Application Centres in India:

New Delhi | Gurugram | Chandigarh | Jalandhar | North Mumbai | South Mumbai | Pune | Ahmadabad | Chennai | Global Tech Park - Bengaluru | Whitefield – Bengaluru | Hyderabad | Kochi | Kolkata

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The "Term" that stormed successes

TAAI TEAM 2015-17, scored well

Here are some happenings in TAAI during the term 2015-17. Events and activities of TAAI have taken TAAI to a new level of accomplishments, glory and support to our membership



TAAI continues to GROW

Membership

Members with TAAI are companies involved with Travel, Tourism, Hospitality and allied / associated and related industry services.

From a membership of 2,135 as on March 31, 2016, the membership as on November 4, 2017 rose to 2,294 companies including our overseas members.

Managing Committee Workshop – On your marks!

On November 19, 2015, a two-day workshop for the members of the Managing Committee was held, where our plans for the two-year term of TAAI was presented. It was an impressive event to witness the members of the TAAI managing committee and chairpersons get prepared to carry TAAI forward. The goals for TAAI included – image enhancement, members connect, financial consolidation, empowered leadership to committees, launch of TAAI magazine, enhanced emphasis on workshops for members and their staff, review of portfolios assigned to committee members.

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TAAI Managing Committee Meetings – Review and Plans

The strength of an association is planning. During the current term of 2015-17, TAAI had organised 22 meetings including the overseas meetings. The meetings were held across India and covered the cities of New Delhi, Mumbai, Kolkata, Bengaluru, Hyderabad, Jodhpur, and Goa.

Some meetings of the Managing Committee were also held overseas:

- Emirates Palace, Abu Dhabi
- David Citadel, Jerusalem, Israel
- Mariner of the Seas, Royal Caribbean Cruise, High Seas of Singapore.

Government Liaison and Participation

TAAI has been active with Government Liaison and associated extensively with the central and state governments, tourism boards and other organisations to support travel, tourism and hospitality. At the national level, TAAI held interactive meetings with dignitaries involved with the industry. The regions/chapters were also active in their endeavour to remain connected with the government.

As TAAI travelled places, our active connect with the governments of other countries continued. Tourism ministers, government dignitaries, hon'ble ambassadors and other luminaries met as we travelled to different locations.

TAAI IATA JOINT BANK GUARANTEE: This programme of TAAI had come to a halt during 2013, since it was a programme through IATA in India. For the continuance of this programme, a global approval by all the airlines was required. At the PA Conference during 2014, at San Diego, USA, the then acting president Sunil Kumar made a presentation and interacted on debates by the airlines. After a NIL Negative vote, the PA Conference approved the Joint Bank Guarantee Program for its inclusion in the IATA Handbook. Thereafter, the



TAAI MC Meet on Royal Caribbean Cruise



MC in Jerusalem, Israel

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Photo Glimpses of TAAI Team in Action



Meeting with former tourism secretary, Vinod Zutshi



Former tourism minister, Mahesh Sharma at NAMASTAAI launch



TAAI with tourism minister of Bulgaria



TAAI Convention 2016 in Abu Dhabi



MC in Tel Aviv, Israel



With Mubarak Al Shamisi, head of Abu Dhabi Tourism (Mice & Exhibitions)

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Photo Glimpses of TAAI Team in Action



UFTAA meets in New Delhi



With Alexandre de Juniac (DG & CEO, IATA)



UFTAA Golden Jubilee Congress



With Malaysian tourism minister

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matter was pursued for about two years and during July 2016, the first new group was introduced. The second group was introduced during July, 2017. This is a historic happening and will benefit all associations, across the world, to follow.

Distribution of Surplus / Incomes to Participating AOP Members: The Managing Committee during 2016 had launched the refunds of the old Joint Bank Guarantee Program with IATA. Members were delighted to have the surpluses shared with them. During 2017, the Managing Committee had distributed the surpluses of the 20 year old Indian Airlines Cash Deposit Program.

TAAI promotes Degrees /Diplomas in Travel and Tourism Studies

TAAI's initiative to partner with educational institutions in order to promote formal graduation and post graduate management degrees and diplomas in travel and tourism was a huge success. TAAI today has been able to develop these affiliations and they continue to grow:

a) Department of Tourism Studies, University of Pondicherry
b) Bachelor of Vocation (B.Voc) in Tourism and Hospitality Management, HR College, Mumbai
c) B.Voc in Hospitality and Tourism Course, Mount Carmel College, Bengaluru
d) Garden City College (GCC) of Management, (Department of Tourism), Bengaluru
e) Bachelor of Business Administration (Tourism and Travel Management) of School of Business Studies and Social Sciences, Christ University, Bengaluru
f) DY Patel University of Tourism Studies, Navi Mumbai
g) Institute of Tourism Studies, University of Lucknow.

TAAI & IATA - Member awareness programmes

It is not the change in the industry that we are challenged about. It is all about preparing our members to be pro-active with the change. During the term, there were several member empowerment programmes to make them aware of the fast approaching IATA's NewGen ISS and NDC programmes.

Supported by UFTAA, these programmes were held in several Regions/Chapters across India. The initial programmes were held at Mumbai and New Delhi through UFTAA where the speaker, Yossi Fatael, senior vice president of UFTAA, from Israel, interacted with members. This was continued in several other Regions/Chapters as well.

TAAI's interactive debates with IATA

TAAI regularly attended all the APJC India meetings, held during the last two years, and continue interactive debates with the airlines. Our goal has been clear. Various initiatives from the airlines were debated. The ADMs issue is another challenging issue and TAAI has taken up this matter as well. Thanks to efforts of TAAI, several airlines are currently accepting the Agency Credit Card.

It was through TAAI's persistent efforts that our members are currently rewarded with one extra day to make BSP payment, as a deviation from what was proposed. IBSP orientation programmes were organised jointly with IATA, for the benefit of our members. This was done in collaboration with TAFI.



MoU with Mount Carmel College, Bengaluru



MoU with Garden City College, Bengaluru

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TAAI heads UFTAA – Participation at Global IATA meetings (PAPGJC)

Another outstanding feature of TAAI during this term has been the election of TAAI's president Sunil Kumar as the president of UFTAA during November 2015. The leadership offered to UFTAA and its successful era is well acknowledged. It was important for India to feature on the Global Joint Council and through UFTAA, this participation was possible..

TAAI and TOURISM matters

TAAI's involvement with Government of India and the tourism boards of India is well known. At the national level, we are involved with Department of Tourism and have regularly associated with the government. At the Regions/Chapters, our office bearers continue to work closely with the state tourism boards.

TAAI's reach-out on tourism and our affiliations with international tourism boards is well known and has reached newer peaks.

During the term, TAAI had partnered with tourism boards and associated with several exhibitions that support B2B connect. TAAI stands out as an important connect between tourism boards and India. TAAI continues to grow unique and has played a vital role in offering our members opportunities through road shows. Roadshows have been done across India.

TAAI partnered with TRAVELSHOP TURKEY for workshops in India.

TAAI played a key role in organising workshops pan India, for TRAVELSHOP TURKEY, Indian specialist tour operators located in Turkey in co-operation with Turkish Tourism Board and Turkish Airlines for members in six different cities in India such as New Delhi, Kolkata, Hyderabad, Bengaluru, Ahmedabad and Mumbai with dates ranging from December 7 to 15, 2015. Stakeholders like Turkish Airlines, Movenpick Hotel - Istanbul, Gamirasu Cave Hotel Cappadocia, and DossoDossi Hotel, Istanbul also partnered in the show.

Workshops for TRAVELSHOP TURKEY

IN DELHI



IN KOLKATA



Abu Dhabi Tourism

TAAI has been actively associated with the Tourism and Culture Authority (TCA), Abu Dhabi, and assisted TCA Abu Dhabi in holding Roadshows at Bangalore on November 6, 2017; Chennai on November 8, 2017; Hyderabad on November 9, 2017; Kolkata on November 10, 2017. TCA Abu Dhabi's roadshows featured 10 stake holders which included Etihad Airways, Lama Tours & Holidays, ORYX International Tourism, Ryna Tourism, Armed Forces Officers Club & Hotel, Rotana, The Ritz-Carlton Abu Dhabi, Seawings, Jumeirah at Etihad Towers, and Yas Island Abu Dhabi.

South African Tourism

With an aim of reaching out to the potential and emerging markets in India for South Africa, the South African Tourism (SAT), signed an MOU with TAAI in May 2017, for the second time after its stupendous success of such a liaison in 2015.

MoUs for promoting tourism were

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entered by TAAI with the following boards – TAAI signed these MoUs to educate agents across India.

- **Rwanda Tourism**
- **South African Tourism**
- **Tourism Malaysia**

TAAI's meetings with Airlines

TAAI's TEAM continued its initiative to meet up with the airlines and held discussions on several matters. The TAAI Airline Interactive Meeting was held during 2016 at New Delhi.

Interaction with the airlines is of immense value. Matters pertaining to travel agencies being protected through direct sales promotions of airlines, ADMs, Credit Card Passthrough; Web Parity, and matters related to the airlines supporting agencies to sustain – are consistently held.







NAMASTAAI – TAAI'S TRAVEL MAGAZINE INITIATIVE



In its 65th year in 2016, TAAI MC took a very bold and most awaited initiative to have its very own travel magazine which not only offers an excellent image for TAAI, but also involves our members, in the most effective manner

NAMASTAAI – TAAI's OWN EXCLUSIVE MAGAZINE is an endeavour from TAAI to reflect our strength of experience and expertise. The magazine showcases TAAI's highlights, in keeping with the association's drive behind game-changing travel and tourism businesses of the future. 4,000 copies of NAMASTAAI are circulated to TAAI members, tourism boards, airlines, consulates and stakeholders of the travel and tourism industry, and other industry leaders from all related segments and educational institutions. NAMASTAAI also comes as an e-magazine through our website 'www.taai.in to enable our reach beyond India – to our overseas members, partners and our associates.

June 6, 2016 marked the launch of this exciting initiative from TAAI – the release of NAMASTAAI magazine with 84 pages with multi-colour printing on high quality art paper and designed impressively. The first issue of NAMASTAAI was dedicated to promote India and the cover story featured, "Why is India Incredible?", which promoted the bountiful facets of India.

NAMASTAAI was launched through the hands of the Union Minister for State for Tourism and Culture, Dr Mahesh Sharma on July 6, 2017, at an impressive function in New Delhi. It has earned us excellent image and goodwill and all seven issues till date have added more value into TAAI's initiative.

Today NAMASTAAI has been lauded as a wonderful initiative from TAAI, providing exclusive content and keeping the travel, tourism and hospitality trade informed about the latest trends and happenings in the industry. NAMASTAAI reveals how TAAI has adapted to the changing needs of the times and how TAAI's partnership with stakeholders has evolved with great success to a point of mutual advantage and to the delight and benefit of our travel community. Needless to mention, that NAMASTAAI has caught the attention of over 20,000 readers and has established itself as a quality magazine with features that are of great value to its members and others in the industry.

For members, NAMASTAAI offers an excellent advertising space to promote one's products /services to other members of TAAI at very reasonable prices.

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Aviation Summit 2016

TAAI CONVENTION 2016



A historic and one of the most successful and outstanding convention of TAAI was held during this term in amazing Abu Dhabi, in October 2016. The ITTE – India Travel Trade Expo, organised at the convention was a huge success as well. The image TAAI was gifted with, by virtue of this classy event, is extremely valuable. The convention received widespread publicity being well covered by media. Social Media too promoted videos on the event. The spectacular highlight was a one-hour episode, on two days released by Times TV Network ET NOW viewed by hundreds of thousands across the country.



First Indo Japan Tourism Council invites TAAI

An India Japan Tourism Meet that was held in Delhi under the aegis of Indo Japan Tourism Council where TAAI was specially invited. Japan and India have had the best of relations and now the two countries are further deepening cooperation in the field of economic and investments and expanding travel and tourism relations. The meet was organised for the first time in India and was supported by the Ministry of Tourism,



Government of India and Federation of Indian Chambers of Commerce and Industry (FICCI). Suman Billa, Joint Secretary, Ministry of Tourism, Government of India was also present.

TAAI at IATA AGM

TAAI was represented at the 73rd Annual General Meeting of IATA and the World Air Transport Summit at Cancun, Mexico, from June 4 to 6, 2017, through its president on invitation from Alexandre de Juniac, IATA director general & CEO.

Trade shows supported by TAAI

TAAI supported SATTE, OTM and IITT both in 2016 and 2017. TAAI MC and chairmen of Regions & Chapters encouraged members in their respective cities to visit these exhibitions that was much appreciated by the organisers. TAAI is committed to take travel and tourism to the next level of networking through these trade shows.



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Learn SA 7

South African Tourism (SAT) left no stone unturned to educate the travel trade on the 7th module of Learn South Africa training programme, in association with TAAI



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With an aim of reaching out to the potential and emerging markets in India for South Africa, the South African Tourism (SAT), signed an MOU with TAAI in May 2017, for the second time after its stupendous success of such a liaison in 2015 . India ranks as the seventh source market for SAT and there is a growing business to visit this beautiful and popular destination by even Tier-III markets as well. Thus, after receiving requests to conduct workshops in these markets, SAT left no stone unturned to educate the travel trade on the 7th module of Learn South Africa training programme, in association with TAAI. The workshops included 17 cities in well- laid out class-room style training, which concluded on July 29, 2017.

Spearheaded by Hanneli Slabber, country manager, SAT, along with Alpa Jani, manager-trade relations and their enthusiastic team, the Learn South Africa Module 7 strengthened both the knowledge and interest of TAAI members and all 17 cities had participants thronging to get the latest information and update on what makes SA tick with Mumbai and Delhi organising two such sessions on different dates.

According to Slabber, Cape Town followed by Johannesburg is among the top two most visited destinations by Indian travellers. Newer towns such as Oudtshoorn, Knysna, Clarens, Franschhoek and Hermanus are also being preferred by Indian tourists.

The workshops successfully equipped travel agents with the best tips to sell the destination. Today most Indians are familiar with South Africa and what this beautiful country offers, nevertheless, the workshops took their familiarity to another whole level with the important development of younger people showing tremendous interest to visit SA. 30 years of age and below are evincing great interest in taking off to SA not to speak of families taking their young kids too. Interestingly, SA has 300 adventure activities and all are being marketed in India.

Said Bettaiah Lokesh, Hon. Secretary General, TAAI, "Our aim and endeavour is to support such training programmes as they educate travel agents staff pan India and they can in turn sell the product effectively and can interact with the SAT team and stakeholders from SA who come to India for this specific purpose."

Jay Bhatia, Hon Treasurer, TAAI, spearheaded the entire training schedule along with the support of the entire TAAI team in 20 Regions and Chapters. “It is our endeavour in TAAI to ensure growth in continuous education for our frontline as well as product teams in agencies to be well aware of the product that they sell to the traveller,” he stated. Slabber and her team concentrated on discussing itineraries that can be marketed in India, special sightseeing locations. To make sure that people are made aware of the infrastructure available in each city, popular restaurants, food specialties in a particular destination, etc.

Most importantly, this time their training was open to non TAAI members too as a special initiative. TAAI was of the opinion that the entire industry could benefit and benefit they did!

Over 1800 personnel attended the Learn SA7. On their part, SA Tourism expressed its happiness with the efforts that TAAI Region and Chapter Chairmen put in to achieve this figure. And thanked TAAI including the MC, for wholeheartedly supporting the Learn SA7 across India. The month long schedule was held in cities starting from Mumbai (2 sessions), Rajkot, Vadodara, Ahmedabad, Jaipur, Delhi (2 sessions), Chandigarh, Lucknow, Kolkata, Hyderabad, Chennai, Bengaluru, Coimbatore, Indore, Nagpur, Pune, and Goa. Other stakeholders of tourism which were present to educate the travel trade on their products in South Africa included Benchmark, Thompsons, Tsogo Sun, Africa Incoming,Sun International, Trav Care, Tourvest DMC, Extraordinary, African Link, Centurion, Southern Africa 360, Rwanda Air and Hertz.

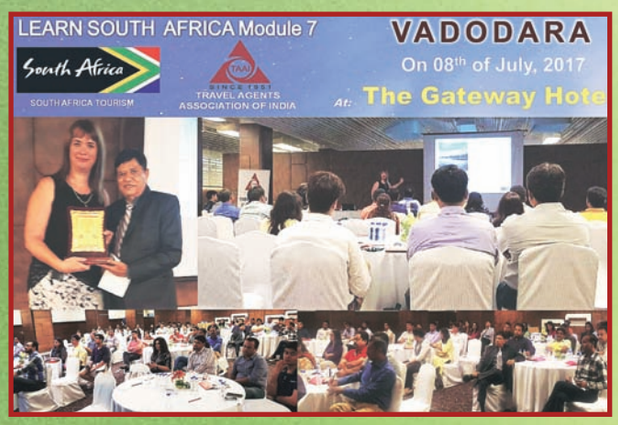






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TAAI TUTELAGE

















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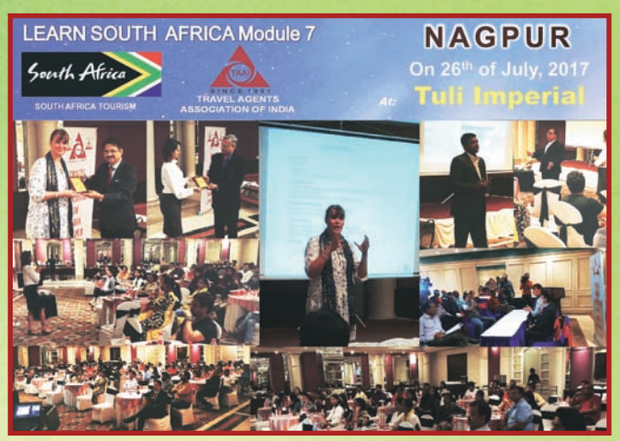
















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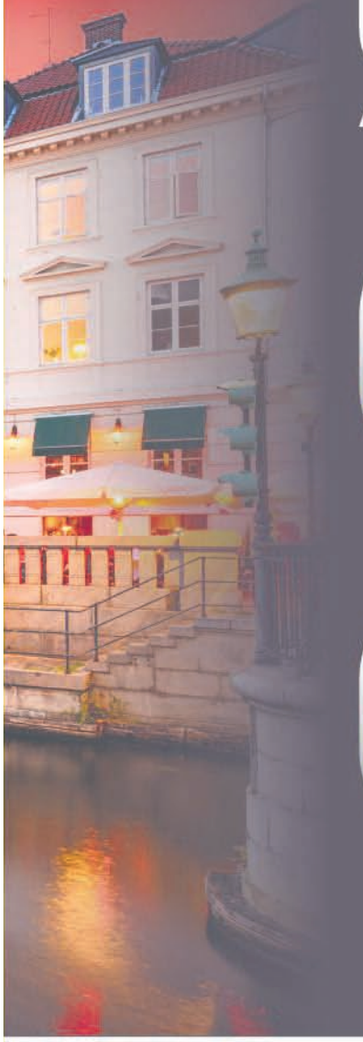


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FLY NONSTOP FROM DELHI TO

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AND TO OTHER EUROPEAN CITIES





Madrid



Vienna



Paris



Milan



Frankfurt



London



Birmingham



Rome

Flying since 1932

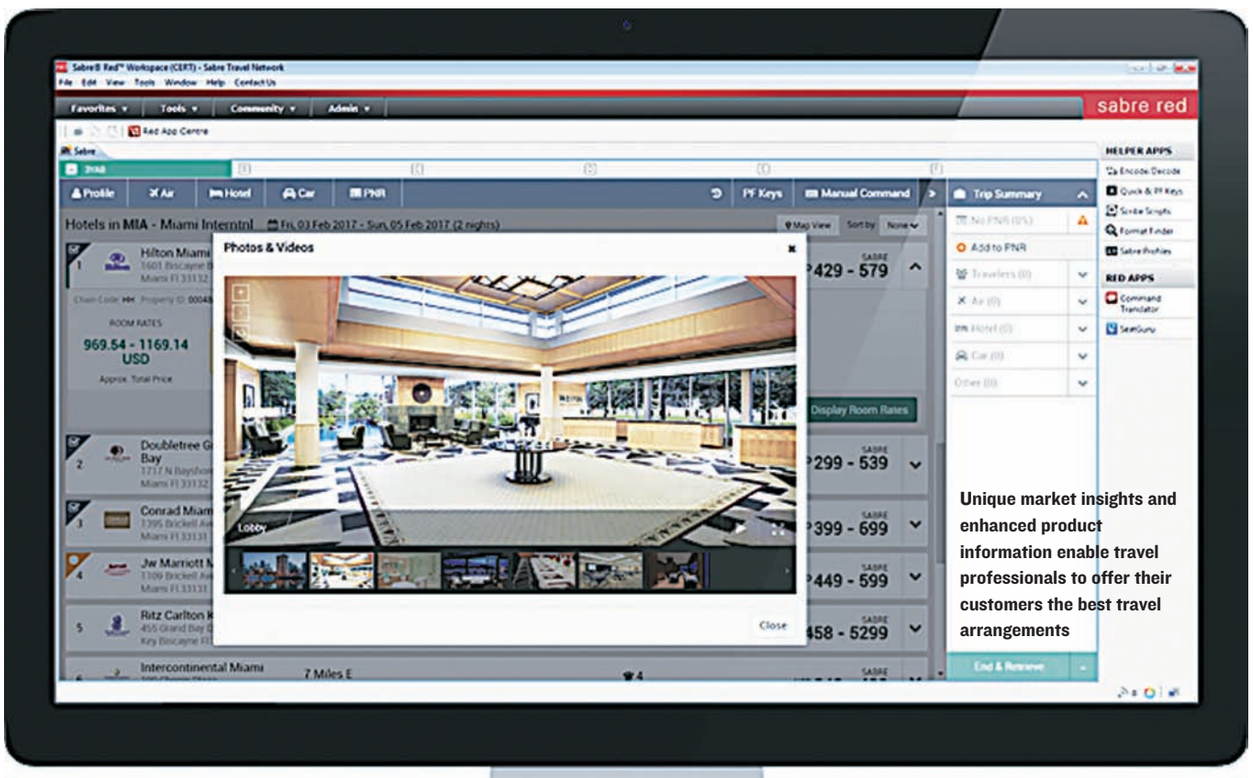
Air India... Truly Indian

The most reputed Indian Aviation Brand

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AIR INDIA

A STAR ALLIANCE MEMBER

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Sabre Red Workspace: Empowering travel consultants

Sabre Red Workspace brings travel consultants a content-rich marketplace. It features a highly configurable workspace, an easy-to-use, intuitive interface, and data-driven decision-support tools to empower travel consultants of all experience levels to deliver unparalleled travel experiences.

Sabre Red Workspace makes the travel consultant's job easier by reducing complexity and minimising activities that don't add value, helping travel consultants to work more efficiently and intelligently.

WHAT'S IN IT FOR YOU?

CREATE WORKSPACE EFFICIENCY with the easy-to-use interface design and reduced training time, enabling new hires to deliver revenue more quickly

SIMPLIFY TRAVEL COMPLEXITY with graphical responses and data-driven market insights

DIFFERENTIATE travel providers' products/services with rich content integration

INCREASE REVENUE through enhanced cross-sell/upsell capabilities, fare management functions such as mark-ups, commission and overrides, and integration of other ancillary products and services

IMPROVE VALUE TO TRAVELLERS with increased visibility into traveller preferences and more revenue streams - alternative airports and dates, travel seasonality and fare trends.

HOW IT WORKS FOR YOU

The new Sabre Red Workspace takes the work out of the workspace for travel consultants. It creates efficiencies through a configurable workflow and user-friendly interface that is designed to make travel consulting easier. By reducing training times, new hires are up and running faster - delivering revenue more quickly.

This version of the Workspace improves consultants' ability for comparison shopping and price transparency by being the first and only

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platform to tap into APIs and cached data, analysing trends and putting powerful third-party apps to work for you.

The data-driven insight demonstrates decision-making capabilities and adds value to the experience. For example, if the traveller has flexible dates, you will get insights such as historic fare trends, seasonality, and travel preferences at your fingertips, allowing you to build personalised travel experiences.

Additionally, Sabre Red Workspace provides enhanced merchandising opportunities to help consultants know how to differentiate and customise products for the traveller. Special "panels" give travel consultants additional merchandising options to enrich the travellers' experiences while staying out of the way if they don't need it. So when you offer a room upgrade or an airline ancillary, you'll see a picture of the actual room or seat.

The Workspace sits at the heart of Sabre Red, an innovative total travel solution designed to help agencies drive customer loyalty and enhance business performance. It features a portfolio of new capabilities and applications to help agencies manage their entire business from shopping and booking travel, to serving customers throughout their trip, to using business intelligence for insight and continuous improvement

HOW WILL YOU STAND OUT?

INSPIRE TRAVELLERS' CONFIDENCE with improved comparison shopping, price transparency, unique market insights and enhanced product information to offer the best travel arrangements

READ TRAVELLERS' MINDS with seamless shopping and booking that help travel consultants offer the right products and services at the right time for the right customers, including aspirational shopping

GAIN INSIGHT into available air, hotel and car trends and options with integrated decision-support tools

IMMEDIATE BENEFITS

Nearly 800 agencies in 50 countries have seen immediate benefits following upgrade. Built on a future ready, open platform, the Sabre Red Workspace provides agencies with faster start up times, high performance even in low bandwidth areas, rock solid stability and quick and easy access to content, resulting in increased productivity and efficiency.

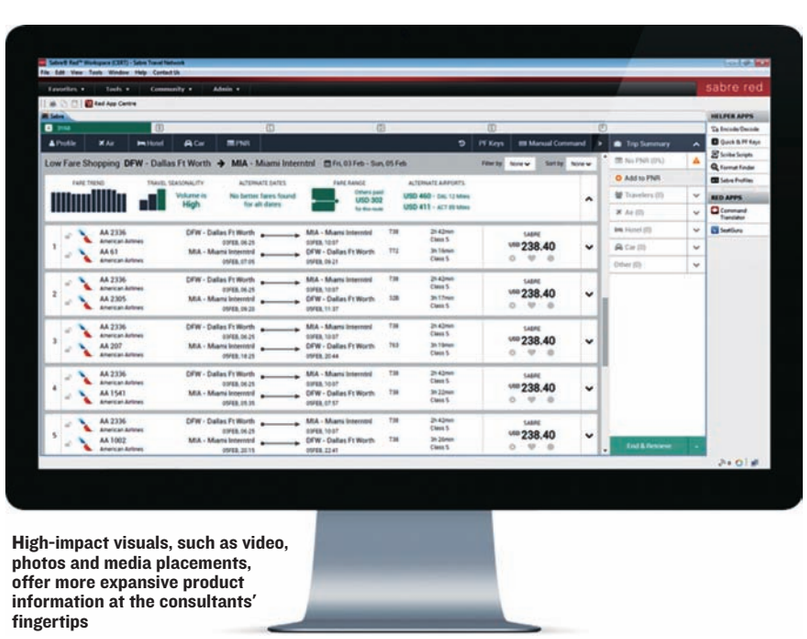
The Workspace is fast, intuitive and provides agents with quick and easy access to content, and all the tools needed to seamlessly manage a traveller's requirements from start to finish.

The Workspace sits at the heart of Sabre Red, an innovative total travel solution designed to help agencies drive customer loyalty and enhance business performance. It features a portfolio of new capabilities and applications to help agencies manage their entire business from shopping and booking travel, to serving customers throughout their trip, to using business intelligence for insight and continuous improvement.

Many of Sabre's customers have been beta testing the Red Workspace for some time, assessing usability, providing feedback on new capabilities, and helping the company bring to market a unique agent workspace that works with any GDS.

Sabre will continue to add new capabilities to its Sabre Red portfolio, starting with the introduction of new Business Intelligence capabilities and the much anticipated Air Total Pricing capability which allows agents to shop and view the total price of air travel including applicable ancillary fees.

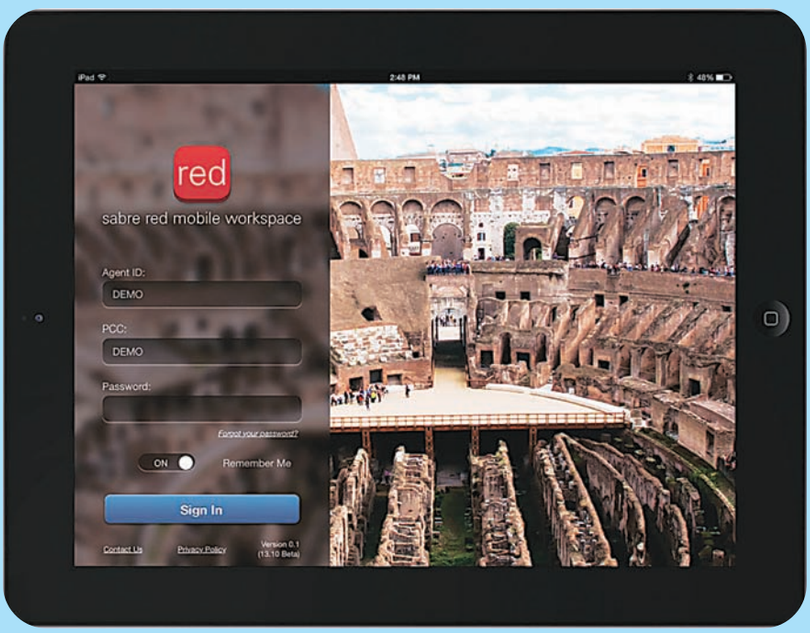
"Through the Workspace, agencies will be able to access these innovative new capabilities to meet emerging needs. Air Total Pricing in particular will help lift the veil on the sometimes obscure ancillary fees, and help consumers shop with full knowledge of, and confidence in, the total costs of travel. They should know what to expect when they're buying, and this is a key enabler of that," says Greg Webb, president of Sabre Travel Network.



High-impact visuals, such as video, photos and media placements, offer more expansive product information at the consultants' fingertips

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WHAT CUSTOMERS ARE SAYING



Feedback so far has been extremely positive with both corporate and leisure agents praising the seamless transition, and enhanced performance and efficiency.

Mick Gibbs, chief executive officer, Norad Travel Management, a UK corporate and leisure travel agency says, "The newly-enabled Workspace is quicker, more flexible, more versatile, and the next step in our vision to have a one-stop-shop travel solution. The Sabre Red portfolio is an awesome asset to any TMC's arsenal of service solutions, and delivers truly unique capabilities not offered by anyone else on the market. I'm confident this will help us differentiate our service and get ahead of the curve to meet the growth in appetite for mobile and ancillary services."

Michael Retsina, partner of WRR Travel Partners, a US corporate and leisure travel and entertainment company in association with Altour says, "The installation process was very quick and very easy to follow. Each time I open Sabre Red Workspace, the application remembers my settings, my agent location and identity, and it loads very quickly. I love the new layout, it really works well for me, and I like the design and the accessibility of all the features."

Ajay Mathew, reservations and ticketing manager for Bahrain leisure agency Al Gosaibi Travel says, "If I were to describe Sabre Red in one word it would be 'Efficient' - efficient in design, efficient in usability and an extremely efficient customer service tool. The new solution helped me increase the number of customers I can now service in a day and is tremendously adept in displaying the most competitive fare, helping me make money and save money at the same time."

Brenda Morin, director of operations, Travizon, a US corporate travel agency says, "As advertised, the Sabre Red Workspace is quicker to start-up and we experienced faster response times to data queries."

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Social? That's for consumers For travel companies, social media means business

As digital channels mature in scope and power, the industry needs to catch up



Using social ties to fuel a business model predates the digital age - think of Weight Watchers. Social interaction got digital as long ago as the late 1970s, when the first internet bulletin boards appeared. And the first online ads date to the early 1990s. From these disparate roots, the modern practice of marketing over digital channels has had years to evolve. But has it evolved enough? When it comes to "social media" - including household names like Twitter, Facebook, Pinterest, Google+, LinkedIn, YouTube, and Instagram as well as more specialised channel - the answer is no.

The very name 'social media' may stand in the way because it encourages businesses to think of these channels the way end users do. Consumers primarily consider them as fun and useful, but they are actually sophisticated media channels. Their technology capabilities have evolved drastically, yet businesses have not kept up.

The unique ability of digital channels to engage, measure, and create two-way dialogue is reason enough to take them seriously as tools which can support marketing, operations, finance, or human resources activities for a company. 'Social marketing' is just that: marketing.

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Businesses need to employ the same rigorous strategies, planning and measurements to these channels that they use with other traditional channels such as TV, radio, and print. That's a big operational shift, but it starts with a cognitive one. If the only thing you do today is eliminate the term social media from your organisation's vernacular and start referring instead to digital channels, you will have made progress for your organisation.

That's more than a semantic shift. The name an organisation gives something influences the way its employees think of it and the ways they use it. These channels are indeed social - but only for the consumers. For the businesses that use the channels to chase business outcomes, 'social' is a misnomer. If that sounds like doubletalk, consider the parallels: People who watch TV ads don't call themselves "target demos," and people who push carts around grocery stores don't say they're on a "shopper journey." It's okay to use a different frame of reference. In fact, it's essential that businesses do so.

If the shift is more than semantic, where does it lead? How should you behave differently? First, you need to let go of the consumer-centric view of digital channels. 'Likes', 'follows' and 'shares', have limited real-world value unless you take additional steps to derive value from the relationships they represent. Second, you need to be more discriminating about the consumer connections you make online. Digital channels seduce marketers with the ability to reach "all the people" - but do you cast your net that wide with TV, radio, or print? Of course you don't. Targeting is the key, and when it comes to the ability to target down to the individual level, digital channels blow other media out of the water. Third, you have to be careful about the way you build digital marketing into the structure of your organisation. If you set it apart in a distinct department, it will be a lot harder to tie digital metrics to business metrics.

The shift from the 'social' to 'digital' carries the implication that these channels are much more than PR outlets. They need to be integrated into a company's overall marketing and operations strategy. That's partly because they provide similar access to consumers. And it's partly because they provide a great deal more - like immediate feedback and a wealth of information about consumers, as a mass and as individuals.

> Companies also need to realise that digital is not a "one size fits all" channel. It's a varied toolbox, and each company will find different tools useful for different marketing needs

RECOMMENDATION 1: USE BUSINESS METRICS, NOT SOCIAL ONES

Fans, likes, and shares aren't actionable enough

It's probably a safe bet to assume that no travel company tells investors its main objective for the next year should center on increasing the number of followers on social media. Yet by diligently collecting consumer likes and followers, this is exactly what businesses have been doing. They have been investing in performance metrics that don't tie back to traditional performance indicators. Measuring the number of "likes" is not meaningful on its own unless it can be connected to a larger business goal.

Instead, these companies need to hold their digital activities to the same standards of measurable return they apply to everything else they do.

Traditionally, most travel companies seek to drive more business by increasing awareness, consideration, trial, and retention of current and potential customers. With the right approach, digital can transform these efforts. Companies can also use digital channels to improve metrics in the key areas of awareness, sales, and retention:

Recognise the unique benefits each channel offers - and use them correctly

'Digital' isn't one uniform channel. It's a category of distinct networks, and each digital channel offers different capabilities travel marketers can use to activate a different business metric. Whether a business is trying to disseminate information, build networks, or inspire buying behaviour, the strength of a given digital channel relies on the number of people that can be reached, the quality of that audience according to time-tested marketing criteria, and the ability to directly engage people.

That amounts to a company using its marketing plan as the basis for deciding how (and whether) to use each available digital channel for the specific strengths it offers, then use that channel to communicate messaging that aligns with the company's strategy. When technology gives you the power to find the people who matter most to your business, you use that power. Or you watch someone else use it to beat you. For example, the New Zealand tourism board wanted to use Facebook to drive efficient traffic to its website, newzealand.com. The board wanted to be efficient with its spending, but also wanted to make sure it was attracting targeted audiences who are genuinely interested in a trip to New Zealand. To expose potential customers to the idea of a New Zealand trip, the board ran a logout campaign (in which a longer video plays once someone leaves the site), then followed up by targeting those people with specific ads that reminded them to go to New Zealand. For the first month, the digital channel campaign was the number-one traffic driver to the tourism site. Web traffic increased 50 per cent, and the cost per arriving visitor was 72 per cent lower than with other sources.

Increase sales

Best Western used digital channels to drive more booking revenue of business travelers and increase the success of its annual spring campaign. By launching a comprehensive digital campaign across multiple advertising platforms, the chain was able to target people who identified as business travelers with a unique "Be a Travel Hero" campaign that tied into a

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HOW TRAVEL COMPANIES USE DIGITAL CHANNELS

Most companies across the travel and hospitality industry have embraced online media to some extent, but they haven't demonstrated sophisticated use of digital channels. Companies' biggest misstep? They've tried to be just as 'social' as consumers. For consumers, these channels are social. For companies, they have to be all business. That means finding the place where their marketing strategies intersect with the ways consumers use these channels - ways that are not only social, but also different from how they use TV, radio, or print. What have travel companies been doing online? A lot of 'social listening' to observe brand mentions by consumers in the hope they'll glean nuggets of useful information. That is worthwhile to do, but not the only way a business should interact with digital channels. Some companies use these channels to engage consumers as a forum for feedback. One-third of consumers say they've left a comment or sent a message to a travel brand's social media page, and half of all frequent leisure travellers (defined as those survey respondents who took at least six trips in the previous year) do.

Some companies use this kind of outreach to provide more customised services; for example, Hilton has extended its Twitter-based @HiltonSuggests concierge service to anyone travelling - regardless of whether they are staying at a Hilton property.

Travellers can ask about restaurants, activities, tours, or other suggestions and a local expert will tweet back. Socially, this is innovative. But it can be challenging to tie these specific behaviours to a direct uptick in sales or brand awareness.

Other companies use digital channels for giveaways or contests. About one-third of all consumers, and half of all frequent travellers, report seeing these offerings. These promotions can engage the consumer base, but the key is to ensure these actions align with other key business goals instead of standing outside them. For example, consumers can enter many of these contests simply by 'liking' or 'following' the brand. Companies spend time and money to run these contests - and hand out rewards with real market value in exchange for loyalty that may be fleeting. Fortunately, there are other measurable ways to engage travel audiences online.

digital app the company consumers could use to share their dream vacations with friends and family. The approach to consumers was targeted, but the digital tools available were widely varied. By using the right mix, Best Western was able to drive significant revenue growth from this campaign. And because of the data-driven nature of digital, it was also able to track its spending and attribute the success to the correct channels.

Overall, the company reported an increase of more than 20 per cent in revenue over the previous year's spring promotion, and an eight-figure increase in sales revenue. It ended up being the number-one spring promotion in Best Western's history in terms of increased sales.

Every digital media channel is optimised for a particular goal. If that goal doesn't align with any of the company's goals, the company should deprioritise that network. No media department would buy space in every magazine or time on every radio station just because it could. Between the research that informs it and the quick-response technologies that drive it, digital channel marketing has an even greater potential than traditional media to enable well-thought-out omni-channel plans. By focusing on their overall omnichannel strategies, companies can adapt to changing technologies and digital capabilities as needed.

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	Targeting ability			
Category/Medium	Print	Radio	TV	Digital
Demographics	Broadly if at all	Broadly if at all	Broadly if at all	Individual level
Interests	Broadly if at all	No	Sometimes	In detail
Income	Broadly if at all	Broadly if at all	Broadly if at all	Yes
Behavior	No	No	Sometimes	In detail
Location	By region	By region	By region	By GPS location
Device	Doesn't matter	Doesn't matter	Doesn't matter	Drives interaction
Purchase patterns	No	No	No	In detail

RECOMMENDATION 2:
A WASTE OF A LOVELY VIEW
It isn't the number of eyeballs— it's finding the right eyeballs.

A vast potential to know and target the people you want. If you run a travel company, digital media gives you access to billions of consumers all over the world - some of whom are looking to spend money right now, in the very moment of their interaction with you. But which ones?

Almost all digital channels collect basic demographic information about their users, along with data like age, gender, geography. Many consumers reveal much more, however, including relationship status, past travel locations, education and work history, brand preferences, leisure preferences, and income. And then there's the information they don't have to choose to share - the information about location, search histories, and buying habits that the internet catalogs regardless of whether they share it.

There are fewer limits to what some consumers are willing to share online. The data is there. The question is whether travel marketers will use it. "Being able to target advertising to consumers based on such specific data is much more effective than guessing which ZIP codes your target market lives in," says Blake Chandlee, vice president of global partnerships for Facebook. "Historically, the industry never had the scale of mass media along with the ability to personalise that scale in the way social media does," he adds.

Ability to target

Collecting information on consumers is one step. Using it to target to very specific audiences is the catalyst that sets digital channels apart from other marketing methods. By targeting the precise consumer cohorts their marketing strategies demand, companies can be more efficient with their spending and dedicate more resources to consumers who will actually generate revenue for the company. This is where social becomes digital - and where friendly eyeballs turn into measurable business value.

Digital channel marketing may be 'just marketing', but it's very finely targetable marketing. Consider the different ways you can slice and measure a digital audience compared with traditional media capabilities. In one example, the travel site BestDay.com used Facebook's Custom Audiences tool to reach its sales targets. By using Custom Audiences, the company could reach people who had visited its website, but had not completed their purchases. Targeting audiences and sending key messages based on behavior helped the company increase sales at a low cost per acquisition.

Is there a model for combining highly detailed consumer data from different sources to drive marketing? Every company can have its own recipe. But here's how it might look for a typical travel company:

Digital offers other unique benefits that travel companies can use to their advantage: Geo-tagging, past reviews, check-ins, and conversations. When they see where a consumer has visited and are aware of their travel patterns, brands can understand those patterns and preferences of individuals and groups and use that information to gain valuable consumer insights. This allows for even more direct targeting that can tie to revenue capture, conversion, and customer acquisition. When Scandinavian Airlines used the geotargeting capabilities of digital channels, it was able to improve the return on its ad spend by a factor of 15–20 and gain valuable new customers.

Because different campaigns or initiatives can have different business goals, travel companies can use the

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targeting capabilities of social media to reach different audiences for different initiatives, and they can tailor messages to specific audience segments. New back-end technologies enable companies to establish business rules that trigger communication based on specific travel patterns from a wide variety of sources. A consumer may receive a targeted message based on his or her location, review frequency and tone, or check-ins. Try that with television and print.

RECOMMENDATION 3: BE DELIBERATE ABOUT WHOSE JOB THIS IS

It matters where digital "lives" in your organisation

Does your travel-related enterprise have 'a social guy' or perhaps a 'digital team'? Perhaps it shouldn't. Digital teams can't succeed if they operate separately from the rest of the company. If you're trying to forge a link between digital metrics and business success, the digital operations need to happen right alongside the operational activities you measure everything against. That can't happen if digital marketing lives in its own little box on the org chart: Companies should think of it as a strategic tool by which all functions can benefit. A successful setup is one that allows digital channels to cut across and support operations, technology, and marketing.

That doesn't mean there's a standard template for structuring a company's digital channel marketing efforts. Ideally all parts of the company will touch that realm, but it might be 'headquartered' in marketing or under a 'chief digital officer'. It might even take the form of a wide-ranging 'center of excellence' that touches many departments and reports straight to the top. No two setups are alike, and the way your company solves the problem may be unique enough to count as a 'secret sauce' that drives competitive advantage.

Digital channel strategy starts with deciding where digital responsibility lives within the organisation. Looking across all businesses, not only those in travel, a 2013 study conducted by the MIT Sloan Management Review and Deloitte LLP found 58 per cent of companies have appointed an individual to oversee their organisations' social business initiatives.

More than 50 per cent of travel executives in a Deloitte survey said they believe their companies are behind the competition with respect to digital media presence

At face value, that looks like a commitment. But if you appoint one person to oversee digital media, does it end up being a silo? What if you appoint an entire department, and concentrate digital media responsibility there? True engagement with digital channels happens when it occurs across an organisation.

The people tasked with using digital media should be 'channel-agonistic' - champions of the company's business goals and whatever will achieve them, not champions of Twitter or Facebook or LinkedIn. Much like a mechanic places equal value on a wrench, screwdriver, or caliper according to the need - and much like a brand team sits across all of marketing.

Getting creative

Traditionally, most people have thought of digital media as a public relations or marketing medium. That's a limited view that leaves value on the table. Instead, travel companies can apply digital channels to support other parts of the business. Whenever a company evaluates its strategic agenda, it should consider all the ways digital channels can help. That determination drives the structure of a company's digital efforts.

What stands in the way is policy, not technology. For example, most travel companies don't give their departments the power to remediate problems they observe online. They can triage and redirect, but they have limited resources to actually resolve the situations and strengthen their brands in the eyes of consumers. They have 'social-focused' employees who help consumers feel like their needs are being heard. But there's a wide gulf between "we hear you" and "it's taken care of." Companies that harness these digital channels and empower employees to use them can build a competitive advantage in the way they cater to their consumers' desires.

CONCLUSION

Stephen Colbert once went to a commercial break by telling his viewing audience, "Don't touch that dial... and if your TV has a dial, you need a new TV." In the same spirit, does your company need a new understanding of the ways it should use digital media as a hard-core marketing tool? More than 50 per cent of travel executives in a Deloitte survey said they believe their companies are behind the competition with respect to digital media presence.

As travel companies move from 'social media' to a more nuanced understanding of digital channels, the possibilities are endless. But they'll remain only possibilities until those companies consider the ways their consumers behave online and offline, before, during, and after their travel experiences. Measure the business outcomes, not the social aspects. Use the targeting ability that makes digital so powerful. And be smart about where digital marketing lives within your organisation. There's a lot of work behind those three steps - but there's a lot of wasted effort in ignoring them.

Digital media isn't new anymore, but its reach and potential continues to evolve rapidly. The more quickly companies can adapt to these new muscles and integrate them with core business strategies, the sooner they can transform their digital outreach from an expense to an investment.

Source: Deloitte

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Off the beaten path in Malaysia

Malaysia has always performed well on the Indian traveller's radar due to its close proximity and cultural similarity. A unique travel experience differentiates the country from its neighbours in South East Asia, making it an interesting destination to sell in the India market. But here is a twist to those conventional itineraries that can once again make it your next hot selling destination



From the dense urban jungle of Kuala Lumpur to the pristine beaches of the Perhentian Islands, Malaysia is a beautiful and often underrated country. Spending the day with a traditional tribe or in a tea plantation in the Cameron Highlands or trekking through the huge national parks of Gunung Mulu and Taman Negara, encountering incredible wildlife, there are some refreshing experiences awaiting you in Malaysia. One has to take this country slowly, enjoy all the great food and curries, and get off the beaten path to get a better understanding of this country.

KUALA LUMPUR

One does end up spending at least a few nights in Malaysia's capital, Kuala Lumpur. The Petronas Twin Towers should be a must see on the list and if your customers don't mind heights, one can arrange a walk across the bridge that connects the two at 1500 feet above. There is also a bird zoo and parks that are worth seeing to witness the charm of the city.

There are three key aspects in Kuala Lumpur that would attract a visitor – shopping, food and culture. Kuala Lumpur is a duty free fashion paradise, which is propelled by luxury fashion. Being a true melting point of Malaysia, not surprisingly Kuala Lumpur is also a food heaven. There are many unexplored attractions for

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repeat visitors to the city as well, for instance the free 'Jalan-Jalan@Kampung Bharu' guided walk to explore Malay culture in a traditional village. Kuala Lumpur is also fast emerging as a city of shows, performances and culture - at the historic Panggung Bandaraya, the majestic Istana Budaya. There is also the Petronas Filharmonik Hall, home to the Malaysian Philharmonic Orchestra. Kuala Lumpur is also a MICE city of

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distinction in APAC region.

BBKLCC in Kuala Lumpur has 3000 stores across nine malls – Pavilion Kuala Lumpur, Fahrenheit88, Lot 10, BB Plaza, Suria KLCC, Berjaya Times Square, Sungei Wang Palza, Plaza Low Yat and Starhill Gallery. From bargain shopping at Sungie Wang to exclusive stores in Suria KLCC at the iconic Petronas Twin Towers, tourists can get great discounts at hundreds of stores. Having been declared a duty free shopping destination since 2011, visitors can get a wide range of tax exempted goods at Malaysia's many popular duty-free zones, which includes the islands of Langkawi, Labuan and Tioman.

DIVING AT THE PERHENTIAN ISLANDS

These islands are hugely popular with snorkelers and divers as the reefs and crystalline waters surrounding them are host to a wide variety of coral, sea-turtles, small sharks, and reef-fish.

HIKING IN MOUNT KINABALU NATIONAL PARK

Kota Kinabalu National Park was designated as Malaysia's first World Heritage Site in 2000 for its 'outstanding universal values'. For all the adventure seekers, this park doesn't disappoint. Mount Kota Kinabula is Malaysia's tallest mountain and the fourth tallest in Southeast Asia. Hiking through the huge (around 1,000 square kilometers) park is fantastic.

EXPERIENCING DIVERSITY AT SARAWAK CULTURAL VILLAGE

This living museum showcases the





Georgetown is often thought to be Malaysia's most fascinating city, with its crisscrossing streets teeming with bustling shops, historic buildings, and excellent nightlife

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heritage of all of the racial groups in Sarawak – Malays, Chinese, and Indians who have been living here peacefully for over hundreds of years. Aside from the cultural experience, there are loads of bizarre, yet fun activities, like coconut bowling, blowpipe shooting, and traditional dance lessons. Admission is 50 MYR for adults and 25 MYR for children, not including lunch. Admission is 15 MYR for foreign adults. A climbing permit is 200 MYR, and insurance (which is mandatory) is 7 MYR per person.

SPOTTING WILDLIFE

Malaysia is rich in wildlife, both on land and in its surrounding waters. Some of the world's most rare and endangered animals can be found here. orangutans, Malaysian tigers, monitor lizards, and Sumatran rhinos are all indigenous to the country and can be seen on one of the many wildlife tours. Day tours will cost under 500 MYR, while a multi-day tour will cost upwards of 10,000 MYR.

EXPLORING THE TEA PLANTATIONS

The Cameron Highlands are covered in lush tea plantations and are a popular place to go on a tour. You can arrange tours to visit the factories to learn about the production process or

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just relax with a cup of tea and obligatory cake or scone. This area is great to spend a few days, cool off from the heat of the rest of the country, and hike the trails that dot the area. Many tours are free, since they assume you will purchase something afterward.

GEORGETOWN

Georgetown is often thought to be Malaysia's most fascinating city, with its crisscrossing streets teeming with bustling shops, historic buildings, and excellent nightlife. The city was listed as a World Heritage site in 2008 and is now surging in popularity.

DISCOVER KOTA BHARU

Also known as 'The Islamic City,' this is a great city to check out royal palaces, an array of museums, and some crazy back-alley markets. This is also a great place to spend the night before heading south or into Thailand.

RELAXING AT PULAU LANGKAWI

When most people picture Malaysia, this is the island that comes to mind. Depicted in thousands of different magazines, websites, articles, and more, this island is a picturesque retreat with beautiful beaches and plenty of sun. There are plenty of great restaurants to choose from and interesting sights and villages to explore here.

About 130 million years old, Taman Negara is the oldest rainforest in the world and the largest in Malaysia. This place is packed with activities, such as canopy walks, 4×4 safaris, cave exploration, and trekking

IPOH

This is one of the largest cities in Malaysia and is host to plenty of great restaurants and interesting sights to visit. There are several museums, and historical buildings, including the Birch Memorial Clock Tower and various temples.

GO WHITEWATER RAFTING

Outside of diving, Malaysia is also known for its great whitewater rafting conditions. You can find all grades of rafting on the rivers here, and prices start around 200 MYR.

MALAYSIA'S COLONIAL ROOTS

Malaysia has undergone a diverse colonial history, falling into Portuguese, Dutch, and British hands before finally gaining independence. For a good understanding of this colonial influence, consider a visit to Malacca (or Melaka). The city center was declared a UNESCO World Heritage Site in 2008, and the city is full of interesting museums, buildings, and temples to visit.

The origins of Melaka is shrouded in antiquity. There are also contradictory versions of how the name Melaka originated – from the Mulagah fish or the pokok Melaka tree. However, what has remained constant through the ages is the significance of Melaka as a trading post that attracted Chinese, Arab, Indian and Javanese sea merchants. Next came the Europeans, with Portuguese occupation lasting for almost 130 years. This was followed by Dutch suzerainty, who were in turn succeeded by the British. As a consequence, the architectural legacy of this UNESCO World Heritage site is a unique amalgam of Portuguese, Dutch and British influences.

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Asia Pacific priorities - Infrastructure, Regulations, Sustainability

At the recent Association of Asia Pacific Airlines (AAPA) Assembly of Presidents in Chinese Taipei, the International Air Transport Association (IATA) called for urgent action to address the challenges of infrastructure, regulatory harmonisation and sustainability

"The 34 million jobs and US$ 700 billion of economic activity supported by aviation across the Asia-Pacific region are expected to more than double in the next 20 years. But the realisation of these economic benefits is at risk if the region does not address the big long-term challenges of sustainability, infrastructure and regulatory harmonisation," said Alexandre de Juniac, IATA's Director General and CEO in an address to delegates attending the Association of Asia Pacific Airlines (AAPA) Assembly of Presidents in Chinese Taipei.

INFRASTRUCTURE CAPACITY

The Asia-Pacific region faces a difficult challenge in coping with growth in demand. IATA's latest 20 year air passenger forecast expects 7.8 billion passengers to travel in 2036. That is almost twice the four billion passengers expected this year. More than half the growth will be in the Asia Pacific, with the region accounting for some 2.1 billion new travellers in 2036.

"We are headed for a major infrastructure crisis. In many ways the Asia-Pacific region is ahead of the game with major hubs having robust expansion plans. But there are challenges. Bangkok, Manila and Jakarta are among airports that need major upgrades. Chinese air traffic management struggles to cope with growth. And high costs at India's



Alexandre de Juniac

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privatised airports are burdening the industry. The challenge for governments is to ensure sufficient capacity that is affordable and in line with airlines' operational requirements," said de Juniac.

De Juniac also cautioned against privatisation as a solution to fund infrastructure investments. "We have no issue with injecting private sector mentality into the operation of any airport. But our conclusion from three decades of largely disappointing experiences with airport privatization tells us airports perform better in public hands. The primary focus of airports should be to support local and national prosperity as an economic catalyst. But in private hands, shareholder returns take top priority, leading to costs increases. And economic regulation has yet to produce any long-term success stories in balancing national and private interests," he said.

De Juniac also noted the progress of an international nodal approach to flow management to improve the efficiency of air traffic management in the Asia-Pacific. "We fully support it and hope to see it expanded. Engagement with the airline community is key to making sure that the system evolves in line with airline needs," he added.

REGULATORY HARMONISATION

De Juniac emphasised the importance of global standards to maximising the efficiency of connectivity. "This region would benefit from greater regulatory convergence in how global standards are implemented. But there are still too many examples of states in Asia-Pacific not complying with global standards and re-inventing the wheel on issues as wide ranging as developing punitive consumer protection, ignoring just culture in accident investigation and making non-standard security requirements," said de Juniac. For example, China recently introduced new and unique requirements without consultation with industry for handling portable electronic devices (PEDs) and is

AAPA

The Association said that it is also looking to governments in Asia to coordinate the necessary investments in aviation infrastructure, including airport runways, terminals and air navigation services, to keep pace with the growth in demand whilst delivering operational efficiencies and reduction in environmental impact. At congested slot controlled airports around the world, nearly 40 of which are in the Asia Pacific region, AAPA is calling on governments to ensure optimal use of scarce airport capacity by managing slots in an independent, fair and non-discriminatory manner.

AAPA acknowledges that the increasingly widespread use of advanced air transport IT systems, including biometrics and machine-readable travel documents has proved effective in helping streamline passenger and crew processing. However, recent expansion in government requests for Passenger Name Record (PNR) data for law enforcement purposes have raised issues of passenger privacy.

AAPA calls on governments to recognise the international legal implications arising from the provision of PNR data by airlines, taking into consideration the need for airlines to comply with a multiplicity of privacy laws across different jurisdictions. In addition, the association calls on governments to engage in greater cross-border cooperation, including the conclusion of bilateral agreements, so as to provide legal certainty to airlines on the provision of PNR data before implementation of such measures. Finally, AAPA calls on government agencies to work with all industry stakeholders, including airlines, to allow for sufficient time for the implementation of any new border control measures.

Slots

Commenting on slots, AAPA said that almost half of all passengers today globally fly through 179 slot-coordinated airports, of which 37 are in the Asia Pacific region, with the number projected to rise as traffic demand continues to grow. Although overall slot coordination is today managed in accordance with well-established global principles, a number of governments and slot coordinators have been known to deviate these processes, adversely affecting the efficiency and predictability of airline operations to the detriment of the travelling public. AAPA calls on governments and slot coordinators to optimise the use of scarce airport capacity by managing the allocation of slots in an independent, transparent, fair and nondiscriminatory manner in line with ICAO guidance and established international standards and procedures, recognising the benefits of a single, globally harmonised process involving all stakeholders to optimise efficiency and predictability of airline operations.

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considering major deviations from the Worldwide Slot Guidelines.

"The goal is to improve efficiency with seamless operations across the region. And to do that governments must focus on harmonisation and work together in partnership with the industry. This means keeping global standards such as the Montreal Convention 1999 and Montreal Protocol 2014 top of mind, learning from industry best practices and consulting with industry because we know what works from our operational experience that crosses many jurisdictions," said de Juniac.

ENVIRONMENT

It has been a year since the historic International Civil Aviation Organization (ICAO) agreement on Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA). And in just over 14 months airlines will need to start reporting their emissions. De Juniac urged more governments, including those in the Asia-Pacific region, to join the voluntary period from 2021 to 2026, and to clarify the scheme's technical details. "We are also urging airlines to ensure they have their teams and processes ready," said de Juniac.

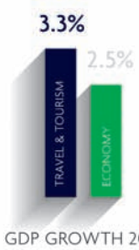
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De Juniac also called on Asia-Pacific governments to do more to support the use of Sustainable Aviation Fuels (SAF). "Today 140 flights operate daily using SAF from sources that will not in any way deplete natural resources or negatively impact the ecological balance. There would be more flights if SAF were available in greater quantities and at cheaper prices. Governments must take a more proactive role in providing the right incentives to unlock SAF's potential, similar to the support for solar power, electrical vehicles and automotive biofuels," said de Juniac.

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WTTC Report on Travel and Tourism economic impact 2017

This is the sixth year in a row that Travel & Tourism has outpaced the global economy, showing the sector's resilience, and the eagerness of people to continue to travel and discover new places, despite economic and political challenges across the world.



GDP GROWTH 2016

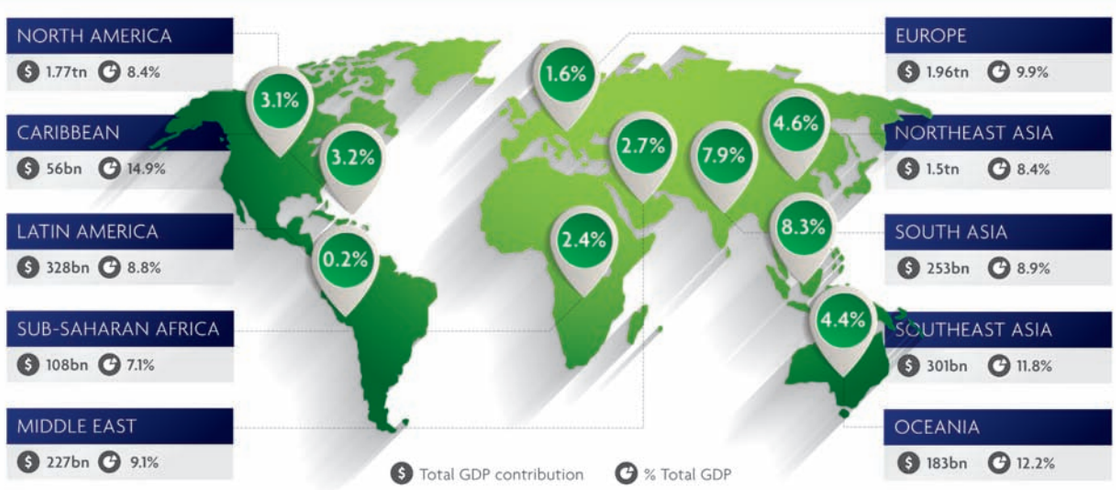


GDP CONTRIBUTION 2016



JOBS SUPPORTED 2016

2016 REGIONAL GROWTH



A CLOSER LOOK



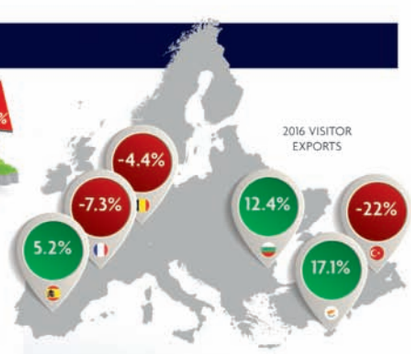
USA STRONGEST TRAVEL & TOURISM COUNTRY IN 2016, BUT THE FUTURE LOOKS LESS CERTAIN

A drop in inbound travel because of anti-foreign sentiment and the strength of the dollar are expected to dampen growth figures.



TOURISM TO RIDE THE BREXIT STORM, DESPITE DROP IN OUTBOUND TRAVEL

UK T&T sector expected to hold up in 2017, but continued uncertainty due to Brexit, reduced consumer spending power, the weak pound and anti-immigration rhetoric will impact the sector in the next year.



PLANNING FOR RESILIENCE IS KEY AS IMPACT OF TERRORISM ON TOURISM BECOMES CLEARER

At a global level, Travel & Tourism is resilient, however security threats have a serious impact on affected countries.

Source: Oxford Economics for World Travel & Tourism Council

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SOMETHING NEW AND OUT OF THE BOX

In CLIA's second Travel Agent Cruise Industry Outlook Report of 2017, travel agents say that cruise tourism is on the uptrend and that cruisers are looking at exploring new sailing choices

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Cruise Lines International Association (CLIA) has released its most recent Travel Agent Cruise Industry Outlook Report, uncovering cruise travel trends and key insights from within the travel agent industry. The report is part of an ongoing research study from CLIA intended to forecast cruise industry trends among travel agents. This installment of the Travel Agent Cruise Industry Outlook found that more than 80 per cent of travel agents say their cruise volume has increased in 2017, and three-quarters say their clients are spending more this year on cruise tourism.

Key findings from the Travel Agent Cruise Industry Outlook Report include:

POPULAR DESTINATIONS

North American travellers tend to gravitate toward Western Hemisphere destinations. Alaska is currently seeing the most growth (51 per cent), followed by Caribbean/Bermuda/Mexico (42 per cent) and Canada/New England (31 per cent). Staying closer to home could offer some degree of comfort, according to several agents. "People are concerned about safety, but still want to explore new places, so Alaska has become bigger overall. I am featuring Alaska more as a potential destination and making sure it is on my clients' radar," says one travel professional.

VALUE AND SERVICE

Value and service are the most important factors in driving cruise guest satisfaction, according to travel agents. Almost all customers (98 per cent) say service is "very" or "extremely" important to their guest satisfaction, and (96 per cent) report the same about value. These factors are followed by comfort (94 per cent) and amenities/activities and destination (90 per cent). Less important, but still essential, price transparency (83 per cent), return on experience (81 per cent), culinary options (80 per cent) and security (79 per cent). Entertainment (67 per cent) and enrichment opportunities (47 per cent) scored lowest, but still provide value for some travellers.

ADVENTURE AND EXPEDITION TRAVEL

Sixty-two per cent of travel agents say their clients are becoming more interested in expedition or adventure travel than in years past. Travellers are looking for exploration, "something new and out of the box" and the cruise industry offers many choices - from luxury to adventure boat experiences. That interest isn't coming from just one type of traveller. It comes from friend groups (62 per cent), couples (61 per cent), solo travellers (50 per cent) and multi-gen groups (46 per cent) - and it finds advantage in a multitude of destinations. Agents in adventure report 76 per cent "more" or "some" interest in Alaska, 49 per cent in the Galapagos Islands and 33 per cent in the South Pacific.

The CLIA Travel Agent Cruise Industry Outlook report is a study conducted by CLIA. The data and research are compiled based on online survey responses from the CLIA Travel Agent Research Panel, which consists of 800 travel agents throughout North America.

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. The association has 15 offices globally with representation in North and South America, Europe, Asia and Australasia.

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Defining what makes a city a destination

Mastercard unveils which cities benefit the most from international travel

Around the world, tourism is driving the economic engines of growth and development. Since 2009, international travel and spending by overnight visitors to cities have grown faster than real GDP.

To help cities understand key drivers and unlock the value of tourism, Mastercard recently released its annual Mastercard Destination Cities Index.

The Index is more than just a ranking of the 132 top destination cities of today and tomorrow. Based on visitor volume and spend for the 2016 calendar year, the in-depth analysis also provides a forecast for growth in 2017, insight on the fastest growing destination cities, and a deeper understanding of why people travel and how they spend around the world.



DESTINATION CITIES OF TOMORROW

Globally, international overnight visitor arrivals across all 132 destinations have grown by 55.2 per cent since 2009, significantly outpacing real GDP growth during the same period. The fastest growing destinations continue to demonstrate the importance of watching Asia/Pacific and the Middle East for future destination leaders.

INSIGHTS INTO PURPOSE OF TRAVEL AND LOCAL SPEND

Across the Top 20 destination cities, the majority of travel is conducted for leisure purposes, except in Shanghai where nearly half (48.4 per cent) of visitors are travelling on business. Conversely, Kuala Lumpur has the greatest percentage of visitors, 92.2 per cent, there on vacation.

The Index has identified expenditure categories that illustrate how people are spending when they visit the Top 20 destination cities:

- Dining consumes the greatest percentage of visitor spend in Istanbul (33.6 per cent), and Prague (29.3 per cent)
- People spend more on shopping while in Seoul (56.5 per cent), London (46.7 per cent), Osaka (43.4 per cent) and Tokyo (43.1 per cent)
- Lodging can be the most expensive part of the trip when visiting Paris (44.8 per cent), Milan (40.4 per cent) and Rome (40.4 per cent)
- With efficient transport systems in place, less budget is spent on transit in London (4.3 per cent), Singapore (4.6 per cent), and Hong Kong (4.6 per cent).

"We are seeing more people than ever visiting cities for business or leisure. At the same time, we know that people expect their experiences when travelling to be both seamless and personal. The call to action is clear. Cities that apply technology to simplify services and connect people with their passion points can become true destination cities and realise the benefits of increased visitors and greater spending," said Carlos Menendez, president of enterprise partnerships at Mastercard.

The Mastercard Index of Global Destination Cities ranks cities in terms of the number of their total international overnight visitor arrivals and the cross-border spending by these same visitors in the destination cities in 2016, and gives visitor and passenger growth forecasts for 2017. Public data is used in deriving the international overnight visitor arrivals and their cross-border spending in each of the 132 destination cities.

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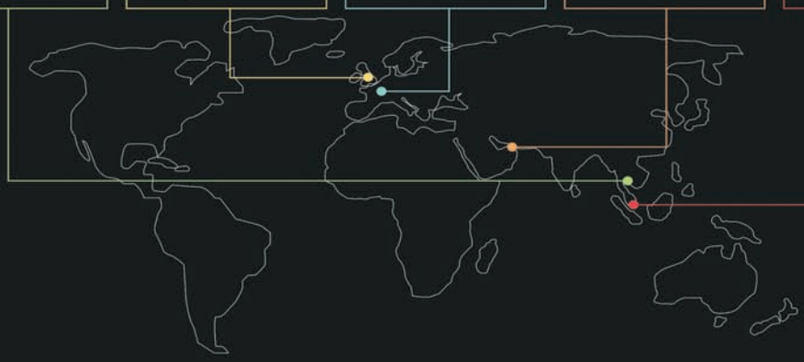
Mastercard GLOBAL DESTINATION CITIES INDEX 2017

TOP FIVE:

The top five Global Destination Cities are located in Asia and Europe. These destinations remain competitive, but this year's most notable move was Singapore pushing New York to No. 6.

**Note: Reported 2016 international overnight visitors and forecasted increase in international overnight visitors in 2017*

1. **BANGKOK:** **19.41** million visitors in 2016 — **4**% growth in 2017
2. **LONDON:** **19.06** million visitors in 2016 — **5**% growth in 2017
3. **PARIS:** **15.45** million visitors in 2016 — **4.4**% growth in 2017
4. **DUBAI:** **14.87** million visitors in 2016 — **7.7**% growth in 2017
5. **SINGAPORE:** **13.11** million visitors in 2016 — **2.6**% growth in 2017



TOURISM OUTWEIGHS GDP:

Dubai is the destination that relies most heavily on tourism. The No. 4 destination has the highest visitor expenditure as percentage of GDP.

GROWTH AREAS:

Osaka, No. 17 overall, shows the greatest growth potential in the world while Miami is the fastest growing city in North America.

WORK VS. PLAY:

Of the top 20, Shanghai has the highest percentage of business travelers **(48.4%)** and Kuala Lumpur has the highest percentage of leisure travelers **(92.2%)**.

BIG SPENDERS:

When visiting some of the top 20 destinations, expect to allocate your spending properly...

EAT: Dining consumes the greatest percent of spend in Istanbul and Prague

SHOP: People spend the most on shopping in Seoul, Tokyo and Osaka

STAY: Lodging can be the most expensive part of the trip when visiting Paris, Milan and Rome

MOVE AROUND: With efficient transport systems in place, visitors spend less on transit in London, Singapore and Hong Kong

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New research shows how evolving definitions of 'luxury' and 'status' are altering travellers' preferences and expectations of service. As the world's ideas of wealth and status change, travellers' ideas of luxury are changing to match.

High-end travellers increasingly choose subtle indulgence over flashy logos and conspicuous consumption. And they're gravitating toward travel that enables them to live out their personal values and fulfill their dreams through exclusive experiences.

In this new landscape, "luxury travel" can mean flying by helicopter to a remote desert peak for an exclusive yoga class. Or, it could mean passing up the comfort of a resort stay for a once-in-a-lifetime dive to the wreck of the Titanic – a "vacation" that requires specialised training in addition to the ultra-premium price.

A newly-released report, The Future of Luxury Travel, by Sabre Hospitality Solutions in collaboration with TrendWatching reveals five key areas impacting how customers will choose luxury accommodations and experiences in the years ahead.

"The evolution of high-end travel is creating a marketplace where 'luxury' is defined by the most exclusive, unique experiences that reside at the intersection of affluence and access. We see guests moving beyond traditional ideas of status and embracing highly-bespoke travel opportunities that focus more on the individual traveller's personality and values and less about expressing opulence," says Sarah Kennedy Ellis, vice president of global marketing and digital experience at Sabre Hospitality Solutions.

Each of the five trends have immediate implications for the hospitality industry, showing how luxury brands and innovative startups can attract high-end travellers by providing fresh, unique opportunities and experiences.

Luxury drives growth in wellness tourism: According to figures from the Global Wellness Institute, the global wellness tourism segment is expected to grow by over 37 per cent to US$ 808 billion over the next three years. A major driver of this growth will be luxury travellers looking for opportunities to better themselves. Those trips could include rare and highly-shareable moments like the exclusive Museum Workout at New York's Metropolitan Museum of Art – a 45-minute exercise session and tour held before the gallery opens to the general public.

Low-key luxury: Increasingly, luxury travellers identify themselves as "post-status" – choosing subtle indulgence over prominent logos and showy opulence. The "no-frills chic" phenomenon sees travellers choosing travel that contrasts with traditional luxury – which, itself, is a new way of showing off one's status by defying convention.

Indulgence without guilt: Another factor driving consumer choice is a desire for guilt-free luxury. The Future of Luxury Travel report cites examples of emerging high-end products and services whose selling points include positive environmental or social impact. From ice cream made from fruit that would otherwise have been sent to a landfill, to lab-grown gems that offer an ethical alternative to diamond mining, wealthy consumers are choosing luxury products that help make the world a better place.

The Future of Luxury Travel report provides in-depth examples of all five trends across multiple industries, along with guidance to help hoteliers prepare to leverage these trends.



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GETTING HIGH ON EXCLUSIVE EXPERIENCES

From on-demand champagne to mountaintop yoga class, new concepts of luxury are changing what high-end travellers expect



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How Blockchain can transform the travel industry

A new Amadeus paper identifies four ways the blockchain can transform the future of the travel industry. Amadeus says the blockchain – one of six areas the company has identified as potential disruptors of travel - has tremendous promise to change the way we can 'exchange value' digitally

Imagine if a secure application let you share your passport information using a fingerprint when passing through airport security... What if you could have just one loyalty card to collect points from your favorite hotel, airline and rental car company?

These are just some of the ways Amadeus says the blockchain could transform the way we travel in the future in its latest insight paper, Blockchain: harnessing its potential in travel. The paper, which has contributions from blockchain startups Civic and Loyyal and was created through a series of interviews and desk research, identifies four potential use cases for the blockchain in travel including simplified and more secure passenger identification, improved baggage tracking, more user-friendly loyalty schemes, and simplified payments between travel agencies and airlines.

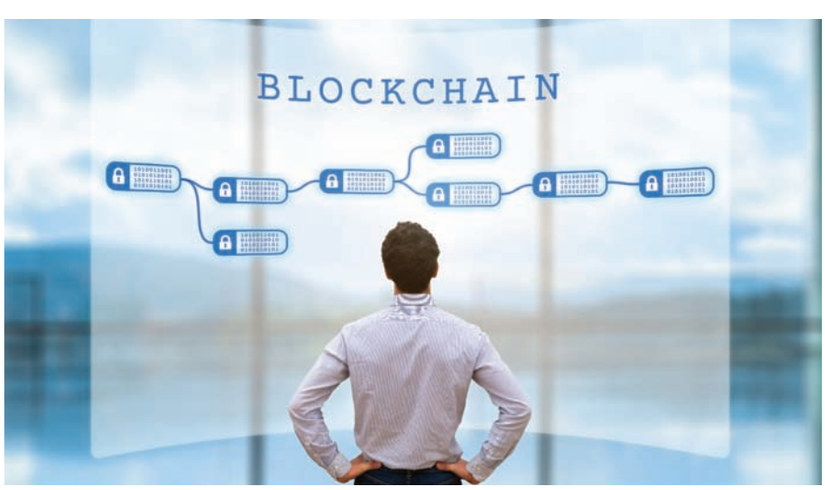
And although the blockchain is still in its early stages of development, the paper suggests that it has tremendous promise to change the way we can 'exchange value' digitally. Just as the internet's design has allowed us to exchange information very easily and quickly, so could the blockchain open the door to a new iteration of computing that allows 'value', to be exchanged between businesses, governments and individuals. Until now, that value has been actual currency, but this paper from Amadeus suggests the blockchain could be used to exchange travel identification, baggage tracking details, or loyalty points as well.

"This paper is designed to help shine a light on the many different areas of the travel industry where blockchain is beginning to have an impact, in addition to providing a window into the wider development of the blockchain industry itself. We hope this paper contributes to a greater understanding of blockchain's potential and helps inspire the industry-wide collaboration necessary to bring these business cases to life," says Katherine Grass, head, Amadeus Innovation & Ventures.

This insight paper comes as the travel technology leader announces a new innovation approach on the eve of its 30 year anniversary. As part of this new approach, Amadeus has identified six core themes with the most potential to transform the travel industry. As well as blockchain, these include extended content, improved conversion, messaging platforms, operations and performance, and disruptive forces. These themes were selected based on insight gleaned from conversations with hundreds of startups and customers throughout the company.

In tandem, and as part of this approach, Amadeus is also launching a new Innovation Partnership Programme, which will support growth stage companies working across these six themes to help them pilot their ideas, and if successful, to bring them to market faster. "When it comes to innovation, focus matters. By concentrating our innovation activities on six themes we aim to deliver more value to both our customers and their travelers," says Alex Luzarraga, vice president, Corporate Strategy, Amadeus.

"Through our new Innovation Partnership Programme we are bringing together people who think differently but who can act together with curiosity and conviction - this is key to unlocking the potential of new ideas. This is why this program is founded on combining our internal expertise with the creativity of our external partners, to successfully apply our foresight into the trends shaping the future of travel," says Luzarraga.



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2017 Global Travel Agent GDS Study

Despite the rise of Airbnb among consumers, travel agents still predominantly book through GDS

TravelClick, a global provider of innovative, cloud-based and data-driven solutions designed for hoteliers to maximise revenue and profits, and Phoenix Marketing International, a market research firm, recently concluded a study of more than 900 travel agents who are located throughout 52 countries. This study revealed that travel agents are continuing to report a record use of Global Distribution Systems (GDS) to make hotel reservations.



Coinciding with TravelClick's data projections for 2017, the study also indicates that it will be a record year for GDS hotel bookings. In fact, the data forecasts that GDS hotel booking growth will surpass 68 million reservations this year – an increase of over 2 million hotel bookings that were generated in 2016. The 2017 Global Travel Agent GDS study surveyed travel agents worldwide who use Amadeus, Sabre and Travelport.

Advertising on the GDS continues to prove its worth for global hoteliers

Half of global travel agents who were surveyed (50 per cent) reported they are using the GDS more often compared to two years ago. Additionally:

* Twenty-nine percent of these travel agents said they are using GDS shopping displays more often compared to the past two years.

* Over two-thirds (69 per cent) said they are aware of GDS promotional text messages, up from 65 per cent in 2015.

* Globally, 70 per cent of travel agents who were surveyed also reported they will book a great hotel offer regardless of advertising screen type.

"It's clear from both the research and our data that global travel agents rely on the GDS as an essential operating system for conducting hotel research and booking reservations. This study is also consistent with our business intelligence data, which shows that GDS hotel bookings and average daily rates (ADR) that are generated through travel agents are on the rise. All of this further proves that hoteliers have ample opportunity to generate incremental revenue and maximise revenue per available room through the power of the GDS," says John Hach, senior industry analyst, TravelClick.

Rate parity still an important factor for travel agents who book on the GDS

Travel agents around the world remain virtually unanimous in their belief that GDS systems should offer rate parity – maintaining consistent rates for the same product on all online distribution channels – with 89 per cent of all travel agents who were surveyed considering this somewhat or very important. Nearly two-thirds of travel agents who were surveyed (63 per cent) said they even actively book away from hotels that do not offer their best rates within the GDS.

As travel habits evolve, so do amenities and value-added inclusions

Globally, amenities continue to serve as a driving force in travel agents' booking behaviours, although these amenities are changing due to evolving travel habits, particularly among millennials. According to travel agents surveyed who indicated amenities and offers that are geared toward the traveler are appealing, the most appealing amenities include swimming pools, free parking, airport shuttles or transfers, hotel gyms and early check-in/late check-out (note: complimentary breakfast and Internet were excluded from this year's study to get a sense of which other amenities travellers find important).

Agents remain loyal to properties listed on the GDS

Despite the upsurge and subsequent rapid growth of Airbnb among consumers, travel agents have not overwhelmingly embraced on-demand/sharing economy sites in the same way, with 46 per cent of travel agents who were surveyed saying they are booking alternative lodgings less often, as they are not bookable on GDS.

"Travel agents cited a strong preference to book lodging directly through the GDS systems . Keeping this in mind, hoteliers have access to a proven and growing hotel booking audience to help them effectively compete within the sharing economy," adds Hach.

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Tech empowers travel agents

OTRAMS (Online Travel Reservation and Management System) is an advanced travel ERP solution that works as an aggregator and consolidates feeds from multiple online suppliers and empowers travel professionals to distribute inventory as per their needs

Qtech Software, a leading travel technology company based in India and Dubai. The company serves clients in more than 26 countries and is focused on expanding its presence over existing and untouched markets with its range of products and services. Its flagship product OTRAMS (Online Travel Reservation and Management System)is an advanced travel ERP solution. The platform is capable of operating in multiple modes like B2B, B2C, B2B2B, B2E, B2B2C. With over 12 years in the travel space, Qtech software provides service to over 45 plus clients over the globe. OTRAMS is connected with over 150 APIs which include some of the biggest suppliers, Global Distribution Systems (GDS), channel managers and payment gateways in the market.



"Being a technology company, we are focused in the travel domain. We at Qtech strongly believe that automation is the key to increase performance and productivity, and hence we constantly work on automating our systems and processes by bringing in new innovations. Another important aspect that we focus on is product standardisation. While servicing different markets we ensure that our solutions are compatible and can be accepted globally," said Paresh Parihar, CEO and MD, Qtech.

Some of the features from the latest version of the Travel ERP OTRAMS Big Ben v4.08 are:

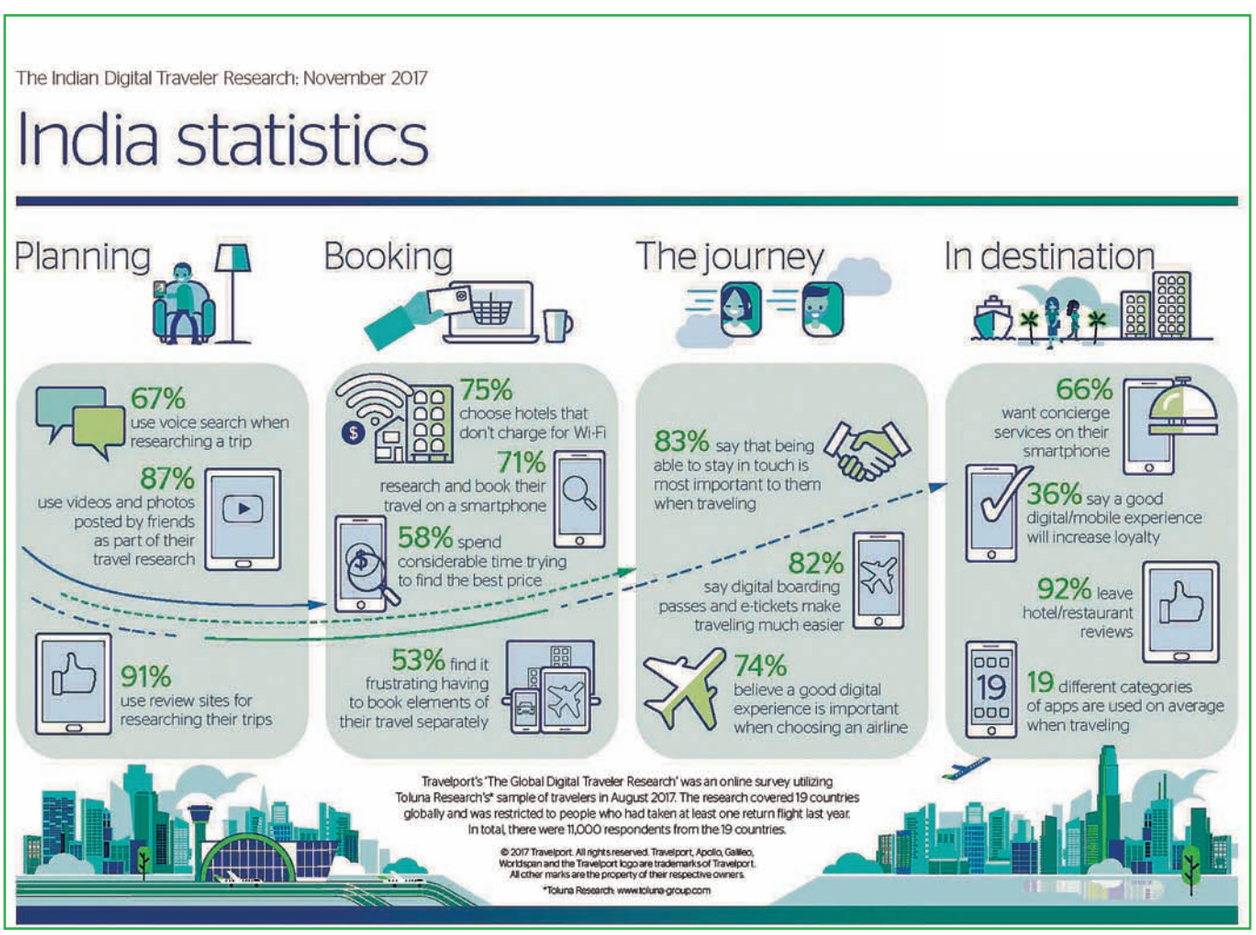
- Faster system with the latest proprietary technology
- Summary of the clients' performance on the mid-office dashboard
- Payment allocation feature for agents
- New and advanced module for activity management
- Ability to book up to 100 nights at a time under the same booking
- Ability to bill multiple bookings under one single invoice
- Auto payment of reserved bookings, that can be controlled through access rights
- Automated reports for notifying for any discrepancies in the credit of the agents
- Filter by supplier in the front end interface for internal staff
- Mapping agents to countries and cities
- A report to identify lost business
- Ability to upload local hotel contracts in the system with the click of a button.

Rima Sheth, COO at Qtech adds, "In the recent years, there has been a significant shift of travel agents moving towards taking their businesses online in order to address the now more educated and versatile traveller. Agencies are no longer the educators and planners rather the facilitators of a well-informed traveller. As a result, adopting travel technology is the only way forward to see their own growth and meet the changing demands of the traveller. Our product OTRAMS addresses this growth and demand cycle. Through our platform, travel agents can now minimise their operations time by having easy API connections with hotel, flights, sightseeing, car rental and transfers providers. With sophisticated features available out of the box, they can search, filter, book, plan, manage inventory, finances and much more. Travel agents today have to match up to the speed of the digitised informative world we live in and adoption of technology is a step towards that."

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Advent of the Indian digital traveller

Travelport recently published the results of a Global Traveller Survey of 11,000 people worldwide that highlights the use of digital tools when planning, booking and experiencing a journey. The report also includes the world's first Digital Traveller Rankings, with India crowned champions as the country with the most digitally-advanced travellers



The standings are based on a combination of the main indicators of digital usage for travel-related purposes by travellers in each country. Gordon Wilson, president and CEO, Travelport, commented, "These findings demonstrate the significance of digital tools for travellers before and during their journeys. They highlight the need for the US$ 7.6 trillion global travel and hospitality industry to adapt continually to provide responsive, relevant and timely services for customers. Whether young or old, and in whichever continent, providing relevant and timely digital tools and content is no longer an accessory but an essential means of reaching and satisfying the modern traveller from the moment they search to the moment they return from their trip. Travelport's platform stands ready to provide the industry with the means to do

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this. As a technology company and as a world leader in digital and mobile capabilities, we aim to make the experience of selling, buying and managing travel continually better."

TOP OF THE LEAGUE: INDIA

Most of us would feel lost without our smartphones, though we might not use them for all the phases of a trip, but Indians are the world champions of digital travel. They clearly love the convenience of their smartphones and use them often, from booking a trip to boarding a plane with a digital boarding pass.

The Asia Pacific digital traveller are top of the global league with India, China and Indonesia in the top three. While researching, the majority of Asia Pacific business (82 per cent) and leisure travellers (71 per cent) use social media photos and videos from friends and travel brands. Almost half of them (46 per cent) have booked a trip using their mobile, so they all seem comfortable with technology.

DIGITAL TRUST DILEMMA

With such a wide range of information to consider from many different sources, Asia Pacific travellers feel more confused and frustrated than ever before. It's no surprise they turn to peer to peer sites (82 per cent) as their first port of call. The majority of Asia Pacific travellers (80 per cent) consult with travel professionals to help with the planning. Chinese travellers (88 per cent) turn to these professionals as the first point of call to handle booking and travel arrangements. This preference for a human interface may be due to the type of holiday they take, or it may simply be that they feel more secure with a professional to help them with different languages and cultures.

VOICE SEARCH – ASK MY ELECTRONIC ASSISTANT

China and Indonesia have a fast adoption of this new media and have high usage rates already. By the end of 2016, China already had around 43 million such digital assistants in use according to Ovum. It is however, the least influential of all the sources for Asia Pacific travellers overall, which is understandable for such a recent technology. Booking the trip – remote or with a human interface Even though this abundance of sources gives excellent choices and inspires ideas, there is a downside to all this digital data. Apart from complicated terms and conditions and time spent shopping around, there was a frustration at not being able to talk with a human. This could be an opportunity for a human-like chatbot.

ASIA PACIFIC, APPS AND ANXIETY

Asia Pacific travellers use even more apps than are used globally. China topped the charts for app use with an average of nearly 20 categories of apps used for each trip. In Asia Pacific, an average of 18 categories of apps are used with the most popular being maps, banking and social media. On the one hand, while tools like online boarding passes are recognised as making life easier (74 per cent), they also bring anxiety with the worry about having a technology failure when they become reliant on them.

THE CONNECTED TRAVELLER

Indian travellers love their smartphones which they use for booking travel (51 per cent) and for research in destination (49 per cent) as well as post trip (25 per cent). Australians (80 per cent) and Japanese (87 per cent) are more likely to book using a computer than a smartphone.

INDIA – TOP OF THE DIGITAL LEAGUE TABLE

India is the most digitally-advanced traveler nation. Given its thriving online travel agency, hospitality and airline sectors combined with extensive smartphone use, this is not surprising. It ranks first in the league table of countries surveyed, ahead of its Asia Pacific counterparts, China and Indonesia. Review sites – are they genuine? This is also true when researching travel as 67 per cent of Indian travelers use voice search. They also spend a considerable amount of time looking for a good deal, using price

THE AGE OF THE DIGITAL TRAVELLER

In recent years, the number of travelrelated smartphone apps has increased hugely. There are apps to help you perform hundreds of tasks to help you on your trip, from researching a destination to printing a boarding pass. On average, travellers access 16 categories of apps for every journey they take. But is there too much information at hand?

A WORLD OF CHOICE

With all this information at their fingertips, you would expect travellers to be confident, however they have told us that the amount of information available is overwhelming, and can lead to confusion and indecision.

A QUESTION OF CHOICE

Review sites are all very well, but the people writing the reviews may not have the same taste as you. And of course, not all reviews are genuine, so it can be difficult to know whom to trust.

COMING FULL CIRCLE

What travellers are increasingly looking for in this confusion is a trusted voice. A travel professional who knows them and can guide them through the maze of choices and curated offers that they know will interest them. They would love a single source for all the information and help they need.

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The digital traveler league table 2017

By combining the main indicators of digital usage by travelers in each country, we have created a league table to show who are the most and the least digitally-dependent among the nations surveyed. The findings reflect overall smartphone, fixed-line and mobile internet penetration levels locally.

There are some striking differences in digital travel behavior between the countries in the survey. Some people are heavily reliant on mobile technology while others are less digitally dependent when planning and making their journeys.

Rank	Country
1	India
2	China
3	Indonesia
4	Brazil
5	Saudi Arabia
6	Mexico
7	South Africa
8	UAE
9	Colombia
10	Italy
11	US
12	Spain
13	France
14	Russia
15	Canada
16	Australia
17	UK
18	Japan
19	Germany

comparison sites to help them find it (85 per cent). Interestingly, almost all Indian travellers use review sites to help with the research (91 per cent), even though nearly half of them worry about whether you can trust the reviews (52 per cent). This enthusiasm for technology resonates when it comes to researching and booking, with 71 per cent using their smartphone. Choosing a hotel As you would expect, Indian travellers choose a hotel primarily for the location (82 per cent) and cost. Yet the need to be always connected is influencing hotel choice with 75 per cent of travellers choosing hotels that don't charge for Wi-Fi.

THE DOWNSIDE?

The biggest pain point for Asia Pacific travellers are understanding the complicated terms and conditions (53%), and for Indian travellers 62%, this is followed closely by the time spent looking for a good deal (58%). Indian travellers are amongst the highest users of apps, averaging 19 categories of apps used during a trip, second only to China. Maps are the most frequently used, followed by banking and instant messaging. However, this digital desire creates anxiety about technology or batteries failing.

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5 BEST WAYS TO TACKLE DIABETES

Changes in diet and lifestyle can do miracles in controlling high blood sugar levels, which is affecting 70 million Indians

November 14, which is celebrated as Children's Day in India is also marked as the World Diabetes Day every year. Currently high blood sugar levels disorder has spread to over 70 million people in India. This is a serious condition that exposes patients to several complications that could prove to be life threatening also. In general terms, diabetes is a condition when the glucose levels in the blood of a person increase. It happens when the pancreas is either unable to make sufficient amounts of insulin or does not produce insulin properly. While this condition may be life threatening and permanent, some changes in the regular diet and lifestyle can do miracles in controlling this disease. Here are five steps that can help a person take care of diabetes:



Lifestyle modification: A simple change in the lifestyle of a person can do wonders. For controlling diabetes, a person needs to control their sedentary habits, keep away from aerated drinks and eating junk and fatty food. People can adopt healthy diets along with an increased physical activity to make an intensive lifestyle modification.

Food habits and balanced diet: Not eating food in order to lose weight can result in gaining more weight and can also invite a lot of new diseases into the body. The intake of an appropriate amount of a balance carbohydrates, fats and proteins with fruits is essential for a person to maintain healthy habits and balanced diet. The most important thing is to eat at the right time. Staying on an empty stomach for long hours can increase the risk of developing diabetes. In order to avoid the risk, just replace heavy meals after prolong gap with small healthy snacks to munch on.

Obesity and regular exercise: Obesity is one of the major reasons for a person to attract the risk of diabetes. As doctor suggests, try to maintain ideal body weight, that is to keep the BMI less than 22.9 kg/m2 and waist circumference to less than 90 cm in male and 80 cm in females. From a brisk walk to yoga, exercise daily for at least for 30 to 45 minutes. Sedentary habits are contributing in a big way to increasing incidences of diabetes.

Currently high blood sugar levels disorder has spread to over 70 million people in India. This is a serious condition that exposes patients to several complications that could prove to be life threatening also While this condition may be life threatening and permanent, some changes in the regular diet and lifestyle can do miracles in controlling this disease

Manage stress with adequate sleep: Along with eating habits, people also need to take care of their body with proper rest. Getting seven-eight hours of sleep every day is a must as our body rejuvenates itself during sleep. Staying awake until late hours increases the risk of having diabetes and hypertension, which inturns will result in stress. While this needs to be addressed at a higher level, it is essential that a person find ways to mitigate this stress.

Family history of diabetes and regular checkups: Regular blood sugar monitoring, a review with your doctors at regular intervals is a must. If there is a history of any particular disease, then that must be told to the doctors.

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Get Connected – Join TAAI Today!



Join TAAI and get prominently connected with industry leaders. About 2,300 companies / organisations / agencies make TAAI formidable and India's oldest and largest travel and tourism association. TAAI membership is open to all travel companies, Tour Operators, MICE Specialists, Airlines, Tourism Boards including National/ Regional Tourism Authorities, Hotels, Technology Companies, Transporters, Cruise Companies, Educational Institutions, Service providers in areas of Visas, Foreign Exchange, Consulting, Media and organisations involved with any activity that is related to travel and tourism industry. TAAI also offers 'Overseas Membership' to those beyond India get connected with the most trustworthy.



Benefits of TAAI Membership

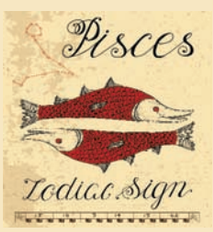
- Your company is no more a stand-alone one in our endeavour to strengthen Principal-Agency relationship.
- IATA matters – TAAI is on board of APJC and actively deliberates on behalf of travel agencies on all policy matters concerning day-to-day business activity. TAAI is in active relationship with IATA and helps formulate industry policies including training, settlement matters, accreditation policies, joint bank guarantee towards financial security, etc.
- TAAI is actively involved with United Federation of Travel Agents Associations (UFTAA). UFTAA is represented on PAPGJC (Passenger Agency Program Global Joint Council) where association matters pertaining to governing resolutions by IATA are taken forward.
- Through its programs TAAI helps promote highest standard of professionalism and ethics among members in their dealing with the public and among each other.
- TAAI offers numerous opportunities in training, skill development and tourism certification including destination education – for owners, managers, frontline staff and all those who have chosen travel and tourism as their career.
- TAAI is active in updating members on evolving visa formalities and maintains a closer connect with embassies, high commissions & consulates in fostering learning.
- TAAI offers B2B opportunities through jointly held road shows and familiarisation trips in cooperation with Tourism Boards and National Tourism Organisations, through active networking at Conventions and through several events including active partnership and support status with trade exhibition organisers.
- TAAI's annual convention, popular as 'The Indian Travel Congress' is an excellent opportunity for members to take home updates and learning through our business sessions, strong networking, interaction opportunities with overseas Destination Management Companies and invaluable connectivity that supports greater success in business.
- TAAI works closely with Government of India Tourism Offices and State Tourism Boards and is active in events/meetings organised to further the promotion of Indian tourism globally. TAAI is invited for 'Hotel Classification' and 'Airport Advisory'. TAAI also endeavours to closely work with Ministry of Civil Aviation, on aviation matters.
- There are more areas through which any industry stakeholder can immensely benefit by becoming a member of TAAI and join this most prestigious forum.

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HOROSCOPE



The answers to the missing pieces in your life are all within, trust your intuition and your Higher Self will show you the way, say the Angel Tarot and Oracle Cards for the coming New Year. By Sudipta Dev



PISCES

You have always felt that there is something missing in life – it could be an unfulfilled dream, or a relationship – this is the time to make the shift. You will find the right answers if At work you can inspire others through your ideas and focused decisions, which will lead to new benchmarks in excellence and successful completion of projects.



ARIES

If you had felt stuck in a situation, do not let that shackle you down, you have immense strength to stand up and say 'no'. In the near future it is possible that you might feel worried about making wrong choices, there is however no cause of concern for the right solution will be revealed to you. Pay attention to your intuition, your Higher Self will guide you.



TAURUS

Don't be hard on yourself, give up your worries to God and the angels. One of the important things you need to do in life is to get rid of clutter – whether it is people or at home / office. This will bring in fresh energy into your life. A new project will take up much of your time, there might be however some changes of plans.



GEMINI

A new emotional experience might be on the anvil. You might experience feelings that you have never felt before. This is also an excellent time for career progression. You are eager to learn and skill yourself for an exciting new development in your career.



CANCER

There will be new learnings in every aspect of your life. Don't let the little challenges deter you. Communicate your brilliant new ideas to others – despite initial skepticism and possible lack of support, they will come around. Very soon you will see successful completion of a project that you have been working on.



LEO

Things have been moving very fast in your life and you have had no time to rest or sit down and ponder. Career-wise things look optimistic and you look ahead to doing something challenging and fulfilling. Heaven has sent you many blessings – a happy family life tops the list.

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LIBRA

You have always had tremendous inner strength, so stand up to your conviction. Do not be stuck in a situation that makes you unhappy. If you have been uncertain about some issue, you will find the right answers soon.



VIRGO

You might be feeling that your life is blocked. You can choose a different path to accomplish your dreams as your passions are making you aware of your life purpose. Please have confidence in your talent. In the upcoming months you might have to focus on a situation that will require a lot of emotional maturity from you.



SCORPIO

You will find yourself taking a decision about something that you have been putting off. It is also the time to manifest your dreams – through self effort and faith in God. Your prayers have been answered and the right opportunity given to you. It is time to celebrate.



CAPRICORN

A partnership has worked out well for you. Try and be a team person and finding solution keeping everyone on board. A new emotional experience will give you fulfillment. If you go through some tough times in the future (including emotional ones), it will bring great spiritual growth. The divine will comfort and heal you.



AQUARIUS

Trust in people who offer you help. Faith in humanity is an important part of your spiritual growth. You have worked hard to build the future you desire for yourself and your family. Now you can take a break and enjoy all this. The near future indicates you might have to make a choice to build upon your success or start a new project.



SAGITTARIUS

Have patience, it takes time for dreams to materialise. You have worked hard to make it come true, but pine for something more. The important thing is to get your priorities organised. Magical times are ahead for you and good luck will follow soon.

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Welcome to our New Members

TAAI continues to grow. More industry leaders from all segments of the industry embrace TAAI – for TAAI offers the unique opportunity to support stakeholders get connected and progress beyond.

TAAI welcomes our new members. We have pleasure to invite these companies join us in our industry initiatives including training, learning from updates and getting connected through our networking opportunities with colleague agencies and industry leaders from all departments of our growing industry - travel, tourism, hospitality, travel technology, etc. **TAAI offers three categories of membership – Active, Branch Associates and Allied.**

NAME OF THE AGENCY	CITY	REPRESENTATIVES
India Travel With Leisure	AGRA	Mr. Anuj Rawat, Ms. Divya Manani
Sunshine Aviation & Logistics	AHMEDABAD	Mr. Ashutosh Trivedi, Mr. Nirav Karia
Dazzle	AHMEDABAD	Mr. Jignesh Shah, Mrs. Ujali Shah
Travel Point Tours And Travels	AHMEDABAD	Mr. Sajid Jamaluddin Maniar, Mr. Mohd. Saad Sajid Maniar
Dhami Travels & Holidays	AMRITSAR	Mr. Karanjit Singh, Ms. Gurjeet Kaur
Saibaba Travels	AURANGABAD	Mr. Khushal J. Kataria, Mr. Pankaj K. Kataria
St. Joseph's College of Commerce	BANGALORE	Ms. Veenu Joy, Ms. Suganthi Pias
Oasis Holidays Group	BANGALORE	Mr. Tino Thomas, Mr. Jubith Nambiar
Bon Temps Travels	CHENNAI	Mr. M. Venkatesaperumal, Mr. K. Senthilkumar
Robertson Travel Services	CHENNAI	Mr. R. Dominic Anthony
M A Visa Services	CHENNAI	Mr. E. Elangovan, Mrs. E. Nancy
The Visa Lounge	CHENNAI	Ms. Laxmi Purusothaman, Mr. S. Amos
Hifly Travel Solutions Private Limited	CHENNAI	Mr. V. Duraikkannan, Mr. V. Balaji
Shree Air Travels	CHENNAI	Mr. S. Balachander, Mr. M. S. Pandian
Pacific Travels And Cargo	CHENNAI	Mr. Mohammed Zainulabedin Quraishy, Mr. Mohammed Nazimuddin Quraishy
Trinity Global Destination	CHENNAI	Ms. Swarna Rekha, Mr. K. Ramesh
Ravaana Visa Experts	CHENNAI	Mr. R. Inayathulla Khan, Mr. K. Jothimani
Hotel Saradharam	CHIDAMBARAM	Mr. R. M. Swethakumar
New Premier Airlink Private Limited	COIMBATORE	Mr. B. Bala Kumaresan

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NAME OF THE AGENCY	CITY	REPRESENTATIVES
Patidar Travels Private Limited	GANDHINAGAR	Mr. Harshadray H. Mathasoliya, Ms. Himani Patel
Royal Tour & Travel India Pvt. Ltd.	GORAKHPUR	Mr. Ahmad Maaz, Mr. Akhil Kumar Sharma
Trip Tap Toe	GURGAON	Mr. Manuraj Singh Johar, Mr. Nayan Parashar
Maya Travels Pvt. Ltd.	HARYANA	Mr. Jasmohan Singh, Mr. Tejender Mohan Singh
Zoom Travelling	HIMATNAGAR	Mr. Himanshu Patel, Mr. Alpeshkumar Patel
Focus Tours & Travels Pvt. Ltd.	HYDERABAD	Mr. Venkatesh Muthigi, Mr. Anish Muthigi
Global Business Services	INDORE	Mr. Giriraj Bhootda, Ms. Shewta Bhootda
Nilaya Resort & Spa	INDORE	Mr. Varun Sahani, Mr. Shahbaaz Khan
Travel Solutions	INDORE	Mr. Amit Navlani, Mr. Ravi Navlani
Fly Easy Travel	INDORE	Mr. Dinesh Singh Raghuvanshi, Mr. Vipin Raghuvanshi
Journey Planners	JABALPUR	Mr. Vikas Sethi, Ms. Preeti Sethi
My Travel Journey DotCom	KARNAL	Mr. Raman Ahuja , Mr. Narinder Katyal
Manor Travels Pvt. Ltd.	KOLKATA	Mr. Pradeep Chakraborty
Dream Travelways Pvt. Ltd.	LUCKNOW	Mr. Gagan Gurnani, Ms. Priya Gurnani
Heena Airways	LUCKNOW	Mr. Mohammad Shoeb Qureshi, Mr. Nadeem Ahmad
Nithya Travels	MADURAI	Mr. M. Tamilarasan, Mr. M. Karuppasamy
Chek Travels	MUMBAI	Mr. Anil Kadavil, Ms. Maryam Kanthawala
Meandering Vacations	MUMBAI	Mr. Manoj Nair, Mr. Shivadatta Wagle
Olympia Travels 'N' Tours	MUMBAI	Mr. Chetankumar Momaya, Mrs. Jasmine Momaya
Blue Square Consultants Ltd.	MUMBAI	Ms. Lubaina Sheerazi, Mr. Sunil Menon
Holidaywalas.com Travel LLP (Subsidiary of Divya Desh Tour & Travels LLP)	MUMBAI	Mr. Satish Venkatraman, Mrs. Kalavatee Gupta
Mangalam Tours & Travels	MUMBAI	Mr. Geet Chheda, Ms. Ruchi Chheda
Glory Travels	MUMBAI	Mr. Kaushal Bagadia, Ms. Surmi Badheka
Best Ways Travel (International)	MUMBAI	Mr. Firoze Vania, Mr. Karan Khatri
Creative Enterprises	MUMBAI	Mr. V. S. Mohamed Shahabuddeen, Mrs. Henna Adl Karim
Magic Carpet Aviation LLP	MUMBAI	Ms. Nikita Y. Dossa, Mr. Behram Dadachanji

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NAME OF THE AGENCY	CITY	REPRESENTATIVES
VSAR Technologies Pvt. Ltd.	NAGPUR	Mr. Varun Sarda, Mr. Sachin Halve
The Great Western Holidays	NEW DELHI	Mr. Amandeep Singh, Ms. Zaara Gadhok
Red Apple Car Rentals Pvt. Ltd.	NEW DELHI	Mr. Sunil Kumar
Dignity Travels Pvt. Ltd.	NEW DELHI	Mr. Bala Gopala Menon, Mr. Sharad Kishore Mishra
Red Carpet Tours Private Limited	NEW DELHI	Mr. Gaurav Batra, Mr. Gurpreet Singh Johar
Gargi Travels Pvt. Ltd.	NEW DELHI	Mr. Puneet Aggarwal, Mr. Ankush Anand
Rastey Commuting Services Pvt. Ltd.	NEW DELHI	Mr. Saket Kumar, Mr. Lalruotlien Zate
Eaze My Travel	NEW DELHI	Mr. Vipin Jain, Ms. Manisha Jain
Skies Holidays Private Limited	NEW DELHI	Mr. Shaan Sarin, Mr. Rahul Sarin
M & S International	NEW DELHI	Mr. Sandeep Kapoor, Mr. Narender Jain
Aman Travels Delhi Private Limited	NEW DELHI	Mr. Suraj Taneja
J. C. Air Travels	OOTY	Mr. C. James Christopher Meclon, Mrs. Shantha Sagayarani,
MyBuraq Holidays Pvt. Ltd	PATHANAMTHITTA	Mr. Mohammed Harshad, Mrs. Deepti Nair
Four Waves Travels Pvt. Ltd	PUNE	Mr. Rahul Pasarkar, Ms. Shruti Joshi
Fun Holidays	PUNE	Mr. Varun Bharat Pandya, Mr. Bharat Krishnakant Pandya
Sachin International Online Travels Pvt. Ltd	PUNE	Mr. Suyog Sapkal, Mrs. Anjali Bhatia
Supreme Holidays India Pvt. Ltd	PUNE	Mr. Dilip Soge, Mrs. Rajeshwari Deshpande
Monika Travels	PUNE	Mr. Anil G. Rananaware, Mr. M. K. Sayyed
Vraj Travels Pvt. Ltd	RAJKOT	Mr. Tapan Chandarana, Mr. Nihar Chandarana
Sivaraj Holiday Inn	SALEM	Dr. Sivaraj Sanjai, Mr. K. Dinesh
Divine Holidays	SRINAGAR	Ms. Sabia Majeed, Mr. Abdul Majeed
Book N Fly	SURAT	Mr. Vikas Gupta, Mr. Veryshal Deora
Royal Travels	SURAT	Mr. Mohammed Vasim Kapadia, Mr. Mohammed Sami Kapadia
Marvel Air Travels	TRICHY	Mr. M. Sheik Abdullah, Mr. M. Ansar Ali
Awesome Travels	VADODARA	Mr. Chirayu Kamlesh Shah, Mrs. Purvi Hitesh Pate

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ADVERTISE IN NAMASTAAI

Print media is an effective form of advertising. NAMASTAAI from TAAI is aimed at drawing the attention of our agency members and their personnel. NAMASTAAI is now before you to support you in reaching your target audience. NAMASTAAI has unique features that will reflect the strength of TAAI and its dynamics, combining quality of sound-byte editorial with the fascination of new happenings and topical news of the industry.

DO JOIN US IN THIS FANTASTIC JOURNEY OF PROMOTING YOUR ORGANISATION

NAMASTAAI has high quality images for internal and external news represented with full colour and gloss, allowing a clearer picture of your product, giving the trade a better idea of your company and its portfolio. Be it any demographic, be ensured that NAMASTAAI will guarantee that your advertisement will reach your intended audience. And remember the Shelf Life! Exclusive magazines are typically kept for a longer period of time and re-read often because of their excellent printing quality and content.

NAMASTAAI'S REACH

Over 4,000 copies of TAAI's NAMASTAAI are sent to key leaders of our Travel and Tourism industry, besides TAAI members.

Our reach includes Travel Agencies, Tour Operators (Domestic, Inbound & Outbound), National Tourism Boards, Airlines, Hotels, Excursion Agencies, Government Tourist Offices, GDS companies, Travel & Tourism Educational Institutes, Industry leaders in Government and Media .

There is an E-form of NAMASTAAI as well. It is placed on our popular website **www.taai.in /www.travelagentsofindia.com** to help our reach go beyond India and to our overseas members/ partners including Tourism Authorities.

ADVERTISING RATES

Here is a special offer for our Members

Back Cover :	Rs 2 Lakhs
Inner Covers :	Rs 1 Lakh each
Full Page :	Rs 50,000
Half Page (Horizontal / Vertical) :	Rs 30,000
Quarter Page Box :	Rs 15,000

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Inside pages:	90 gsm Art Paper
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For advertising enquiries, email us at "namastaai@taai.in" or contact

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VFS GLOBAL
REACHES NEW MILESTONES!

Key Moments In 2017



Chinese Visa
Application Service Center

France Travel Shops
opened in
3 cities in India

Czech Republic
Visa Application Centre
Launched in
16th city in India



Global rollout of
Belgium Visa
Application Centres
in 11 countries

South Africa Visa
Application Centres
Launched in 9 countries

Global contract won for
Austria Visa
Application Centres
in 119 locations worldwide

UK Visas & Immigration

10th Premium Application Centre
opened for UKVI in the United States

Global rollout of
Russia Visa
Application Centres
in 23 countries

Citizen Services
Contract for Driving licenses
processing won in Nigeria





VFS Global awarded
'Most Outstanding Organisation of the Year'
at Travel & Hospitality Awards



Leading from the front

57 Client Governments

2430 Application Centres

129 Countries of Operation

158 Million+ Applications

56 Million+ Biometric Enrolments

8998 Employees
104 Nationalities

Figures as on 31 October 2017

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